ARCH 14, 1955

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

24TH year

WJAR-TV
made this sale!

In less than a year, Winston became one of the top-selling cigarettes in New England! Local spots on WJAR-TV played an important part — and continue to play it — in the record-breaking sales climb of this new filter cigarette.

Local TV is your best buy for sales in a hurry — and repeat sales in the long run. WJAR-TV programs *more* live, local shows than any other TV channel in New England. It *pays* to make the sale on WJAR-TV!

Client: R. J. Reynolds Tobacco Co. (Winston Cigarettes)
Agency: William Esty, New York City

Powerful 10
Providence, Rhode Island

WJAR-TV

GENERAL MILLS, INC.

Traditionally in the Public Confidence . . .

Pioneers in a wide variety of food products such as flour, cereals, pie and cake mixes, General Mills make a vital contribution to our nation's health and high standard of living. Food elements recognized as essential to good nutrition are distinctive of these products. The Havens & Martin, Inc., Stations are distinctive, too, for their pioneering experience in providing a wide variety of high standard programming fare. As a result, The First Stations of Virginia, WMBG-AM, WCOD-FM and WTVR-TV, have created entertainment and cultural habits for a vast audience of unusual loyalty. Join with confidence the growing list of advertisers who use Richmond's only complete broadcasting institution to reach one of the South's richest areas.

PIONEER NBC OUTLETS FOR VIRGINIA'S FIRST MARKET

WMBG AM WCOD FM WTVR TV

MAXIMUM POWER 100,000 WATTS • MAXIMUM HEIGHT 1049 FEET

WTVR Represented Nationally by BLAIR TV, INC.
WMBG Represented Nationally by THE BOLLING CO.

Here is Proof...

. . . of WBRE-TV's SUPERIOR SALES POTENTIAL

Based on 1953 Retail Sales Figures Reported by.... Sales Management

Of the Nation's 100 Metropolitan County areas, Wilkes-Barre, Luzerne County ranked 65th . . . . Scranton, Lackawanna County 99th . . . . yet the combined retail sales of these two major Pennsylvania markets covered by WBRE-TV, exceeded those of the Nation's **40th** retail sales market, San Bernardino, California.

In addition to this impressive fact, WBRE-TV with a million watts covers **17** of the 67 counties in Pennsylvania, having a combined retail sales equivalent to the Nation's **12th** market, Baltimore, Md.

WBRE-TV is the "POWERHOUSE" of Northeastern Pennsylvania . . . . serving over *225,000 sets with the most powerful programming . . . . local, regional and national!

*RETMA. RATING 12-31-54

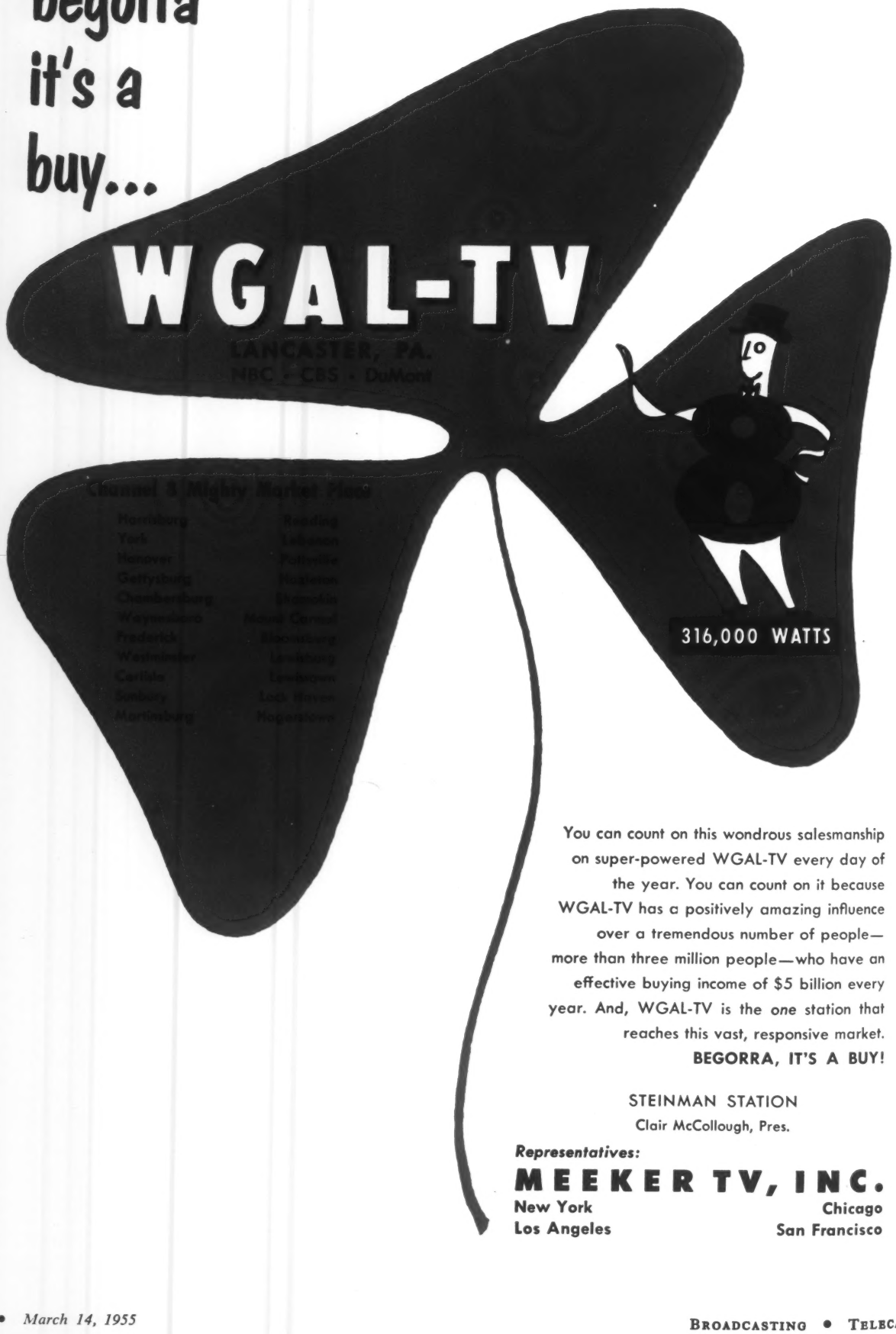
WBRE-TV Ch. 28 Wilkes-Barre, Pa.

AN NBC BASIC BUY!

National Representative
The Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

begorra it's a buy...



You can count on this wondrous salesmanship on super-powered WGAL-TV every day of the year. You can count on it because WGAL-TV has a positively amazing influence over a tremendous number of people—more than three million people—who have an effective buying income of $5 billion every year. And, WGAL-TV is the *one* station that reaches this vast, responsive market.

BEGORRA, IT'S A BUY!

STEINMAN STATION
Clair McCollough, Pres.

Representatives:

MEEKER TV, INC.

New York **Chicago**
Los Angeles **San Francisco**

closed circuit®

POLITICKING • High cost of political campaigning, notably on tv, has aroused members of Congress to point where there's talk of legislation that would require tv stations to allot specified portions of sustaining time to qualified candidates during campaigns. Complaint is that, with tv as indispensable medium, candidate with biggest purse is likely to win.

B•T

THAT COMR. Frieda B. Hennock, whose seven-year term as member of FCC expires next June 30, is working quietly but avidly for reappointment was evident in Washington last week. She reportedly has been contacting senators of both parties. There has been no assurance, however, that her reappointment will be forthcoming or that she could be confirmed, if nominated. High Democratic quarters heavily discount her chances. Vacancy must be filled by Democrat.

B•T

FOR THE RECORD • Fact that nomination of George C. McConnaughey as chairman of FCC was reported favorably by Senate Commerce Committee with Democrats joining in does not mean that all is sweetness and light for Ohioan. Rough questioning to which he had been subjected was for purpose of building record so that it can be used as Democratic campaign fodder in event that becomes desirable during 1956 Presidential election year. Confirmation, nevertheless, is expected this week.

B•T

KEVIN SWEENEY, whose super-selling job as head of Radio Advertising Bureau (formerly Broadcast Advertising Bureau) has won plaudits throughout radio, will wind up his commitment for two-year tenure on Dec. 31. Mr. Sweeney has no plans but it's 100-1 shot that he'll be selling radio somewhere.

B•T

OUT OF THE PARK • Way things shape up, its *Game of the Week* major league baseball telecasts may turn up with one of largest station lineups of all programs on CBS-TV. In addition to 76-78 stations ordered by Falstaff Brewing Corp. for sponsorship of Saturday afternoon series on network basis, CBS-TV is making same games available to other affiliates (except those in area of home team being telecast) for local sale on co-op basis. At present rate of clearances, officials expect 140- to 145-station lineup by time series starts with spring training game between New York Giants and Cleveland Indians in Dallas April 2. Currently, largest CBS-TV network is for *Jack Benny Show* and *Private Secretary*, sponsored by American Tobacco on 165 stations (including 15 Extended Market Plan outlets).

WASHINGTON counsel for applicants for Buffalo ch. 7 rushed to Buffalo over weekend upon flash that NBC was buying ch. 17 WBUF-TV there (story, page 72). With WBEN-TV a CBS basic and WGR-TV seen taking ABC when it loses NBC to WBUF-TV, there was speculation that ch. 7 group would merge. They've spent estimated $100,000 on litigation to date.

B•T

ANOTHER YEAR • George Goodyear, president of WGR-TV (ch. 2) Buffalo, which stands to lose its NBC-TV affiliation by virtue of network's planned acquisition of WBUF-TV, says that under its contract, ch. 2 station will continue to ride NBC network until mid-1956. There will be no change in station policy of providing "maximum service to area," he asserts.

B•T

IF NETWORKS were denied option time, they would be faced with complete overhauling of their structures, Frank Stanton, president of CBS Inc., told CBS affiliates in hitherto undisclosed closed circuit last Feb. 10. He said under such circumstances CBS might become a "Keystone Network, if you will, with film programs but no coaxial cable." He added that such programs could be sold to stations, advertisers or even for use on subscription tv, if latter became order of day. Moreover, he feels network would have to re-examine whole question of what to do about subscription tv and that if CBS discontinued network operation but had company-owned stations, "maybe the thing to do is go for subscription tv."

B•T

HYDRAHEADED HARRY • NBC's $312,000 acquisition of uhf ch. 17 WBUF-TV Buffalo (story, page 72) brought comments in Washington about ubiquity of Harry M. Plotkin, whose well publicized "Memorandum" for Senate Interstate Commerce Committee delved deeply into uhf question. Arnold, Fortas & Porter, Mr. Plotkin's firm, represents WBUF-TV in transaction. Firm also is opposing NBC acquisition of WKNB-TV New Britain (ch. 30) for $600,000 on behalf of client, WNHC-TV New Haven (ch. 8). Mr. Plotkin, as Senate committee special counsel, had commented that uhf fared worse in markets where there were two or more vhf's (Buffalo has two v's on air).

B•T

RECENT SURVEY made by one of largest entities in television-electronics field indicates that public still owes about $700 million in instalments on tv receivers. It's estimated that public has invested overall $13.5 billion in tv (sets, tubes, antennas, etc.) with figure destined to skyrocket as color sales gain momentum.

PASTE THIS IN YOUR HAT • It's definite that Democratic national convention will not be held week of July 23 in Chicago, one of dates tentatively set by Chairman Paul Butler. With Republicans meeting in San Francisco week of Aug. 20, only dates left are August 6 or 13, with odds favoring latter date which would mean Chicago and San Francisco conventions would run strictly back-to-back, compounding problem of network coverage of San Francisco convention.

B•T

IT IS now definitely set that FCC will participate in roundtable at Tuesday morning, May 24 session of NARTB as one of highlights of national convention in Washington. While some misgivings had been expressed about Commission putting itself on spot in answering queries of licensees, conclusion was reached that mutuality of understanding ensues from such interchanges.

B•T

A WAY OUT • One simple method to overcome impact of Court of Appeals decision finding FCC multiple ownership rule invalid has been suggested by one industry attorney: All FCC has to do is revise wording of multiple ownership rule to make it read that it "will not grant *without a hearing* any application for more than seven stations. . . ."

B•T

UNBILLED session at NARTB office today (Monday) will appraise plan to develop primer of radio facts, showing medium's strength and coverage. Idea was submitted to Radio Board at January meeting, with directors asking for special study. Robert D. Swezey, WDSU New Orleans, is behind idea, contending that radio management and salesmen now operate out of morass of factual confusion.

B•T

COLOR PROBLEMS • Possible color telecasting from either Chicago or San Francisco in coverage of respective Democratic and Republican conventions, to be held August 1956, now appears as an even more difficult challenge than first anticipated. Color telecasts would require even greater extra studio space and also special lighting. Extra studio area in Chicago, already limited, is bit better than in San Francisco, while problem of additional lighting for halls, if color is used, for coverage of floor proceedings is equally vexing in both cities.

B•T

WHEN Roger Clipp, general manager of WFIL-AM-TV Philadelphia, assumes added duties as executive head of WNBF-AM-TV Binghamton, N. Y., under proposed Triangle Pub. Co. ownership (story page 72), he will be in familiar territory. He married Binghamton's former Marjorie Allerton, has spent considerable time there.

Tradition can be beautiful, romantic, age-old, historic, glorious, grand, of long standing, time-honored, cherished, respected and venerable.

It can also (and this is no cliche) be a trap.

Take radio, for instance, in New Orleans, for instance. Bound by tradition one can easily and unprofitably overlook this: The fastest-growing station (WTIX) was eleventh among eleven stations just 18 months ago. Then, thanks to Mid-Continent management, programming, ideas and excitement, it took only 10 months for WTIX to hit the top in audience—and ever since WTIX has run first or second consistently. Current first place all-day average; 18.9%*.

A new New Orleans listening tradition is in full bloom. A new time-buying habit, too, is taking shape—as advertiser after advertiser discovers the salutary effects of scrutinizing tradition.

Freshen up your New Orleans picture. Talk to national reps. Adam J. Young, Jr., or WTIX General Manager Fred Berthelson.

**2-Month Average Hooper Radio Index, 7 a.m.—6 p.m., Mon.-Fri., December, 1954-January, 1955*

the new WTIX

New Orleans 16, La.

MID-CONTINENT BROADCASTING COMPANY

President: Todd Storz

KOWH, Omaha
Represented by
H-R Reps, Inc.

WHB, Kansas City
Represented by
John Blair & Co.

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

at deadline

CBS-TV Conclave Plans Programming Revisions

PLANS for deep, basic changes in CBS-TV programming concepts to present more formidable alignment against future competition, discussed at top secret session of selected affiliates with network executives in New York Friday.

Details withheld pending contact with clients, presumably over weekend, but it was evident that network has in mind shifts in schedule for long pull, first of which probably would become effective in September.

About a dozen different aspects were covered which might bring less immediate return to affiliates. This presumably means more programming of greater length, eliminating station break and other adjacencies, but under format that would contemplate years of leadership.

Initial emphasis is understood to surround 7-8 p.m. EST programming. Speculation also centered upon realignment tied into possible or ultimate retirement of Arthur Godfrey and other name talent, but there was no confirmation.

Meeting, labeled "urgent" and called on short notice, agreed to strategy outlined by J. L. Van Volkenburg, CBS-TV president, and chief aides.

Before plan is announced, not only clients but affiliates advisory board will be consulted with notice to all affiliates probably by closed circuit telecast.

Plan is far broader in scope than programming and encompasses long range overall network service and planning.

Affiliates present Friday included Lee B. Wailes, Storer Broadcasting Co.; Donald Thornburgh, WCAU-TV Philadelphia; John S. Hayes, WTOP-TV Washington; Glenn Marshall Jr., WMBR-TV Jacksonville, Fla.; Charles Crutchfield, WBTV (TV) Charlotte; F. Van Konynenburg, WCCO-TV Minneapolis, and Don McGannon, Westinghouse Broadcasting Co.

For CBS-TV, in addition to Mr. Van Volkenburg: Hubbell Robinson, vice president in charge of programs; Oscar Katz, director of research; Charles Oppenheim, public relations director; John P. Cowden, operations director, advertising and sales promotion, and Ed Shurick, national director of tv station relations.

NCAA Mails New Tv Plan For Coming Football Season

NCAA Friday mailed out 1955 football television plan, reportedly calling for combination schedule of eight national and five regional dates and allowance for regional sponsorship of telecasts in four zones of country.

Plan is more liberalized than last year's but still provides for administrative and other controls by NCAA Tv Committee under E. L. (Dick) Romney, Mountain States commissioner and committee chairman. Plan, to be announced today (Mon.), must be approved by two-thirds majority of NCAA members voting in referendum.

A Big Ten source indicated odds are Western Conference will accept plan today at meeting of faculty representatives and athletic directors on premise that "half a loaf is better than none." There was one report, however, from other sources close to both NCAA and Big Ten that limitations on regional card would be rejected in favor of its own plan. Four- or five-game schedule regionally, said to be inadequate by Big Ten for package designed to attract regional advertisers.

PABST SHIFTS

PABST BREWING Co. switching its Wednesday night fights from CBS-TV to ABC-TV June 1. Agency is Warwick & Legler, New York. Agency spokesman said Pabst decided to switch to ABC-TV rather than accept proposal of CBS-TV, which has carried bouts for past five seasons, under which boxing program would be presented two out of three weeks, starting in fall. Arrangement with ABC-TV will permit Pabst to continue weekly telecasts, starting at 10 p.m. Wednesdays. Last show on CBS-TV will by May 25.

Southern Baptist Group Plans $3 Million for Tv

RADIO-TV budget of $3 million to be allocated by Southern Baptist Convention for religious programming, it was learned Friday. News conference to be held by Rev. Paul Stevens, head of Radio-Tv Commission of Baptist group, tomorrow (Tues.) in New York, expected to reveal further details of expanded plans. Included is construction of $300,000 radio-tv center in Fort Worth for completion by end of summer; filming of 30-minute tv film series at center (pilot film to be shown Tuesday), and new purchase of additional stations (contract with NBC Radio, via Westheimer & Block, St. Louis, through Reggie Schuebel Inc. for its half-hour *The Baptist Hour*, Sun., effective March 20.

This is second expansion and "record" budget for religious tv announced within past fortnight. National Council of Churches of Christ in U. S. A. expects $1.4 million 1955 budget.

WINCHELL'S NEXT

QUERIED for comment on Walter Winchell's statement that he had received offer to produce shows for NBC-TV following his split with ABC (see story, page 98), NBC spokesman said Friday afternoon, "Manie Sacks (RCA and NBC vice president and general manager of RCA Victor Record Div.) has had a couple of informal discussions with Mr. Winchell. Nothing has developed beyond this stage."

Sen. Homer E. Capehart (R-Ind.) invited to appear on Walter Winchell's ABC simulcast yesterday (Sun., 9-9:15 p.m. EST) to "examine" him on any phase of news commentator's involvement in stock market tip he aired on his Jan. 9 program [AT DEADLINE, March 7]. Mr. Winchell Friday night wired Senator, member of Senate Banking Committee probing this year's stock market, saying: "Ask me any questions you wish and we'll let the American people be the judge."

Sen. Capehart said late Friday he thought he would accept Winchell invitation.

• BUSINESS BRIEFLY

CLEANER PROSPECT • G. N. Coughlan Co. (Tops-Copper cleaner), West Orange, N. J., through Riedle & Freede, Paterson, N. J., considering radio-television campaign and is investigating participation shows.

TOILETRIES CAMPAIGN • Shulton All Spice, N. Y. (toiletries), through Wesley & Assoc., N. Y., placing annual summer campaign effective April 4 for 13 weeks in about 40 markets.

ESSO IN SOUTH • Esso Standard Oil Co., N. Y., through Marschalk & Pratt Div. of McCann-Erickson, N. Y., buying six-week radio spot campaign in Carolinas and Virginia starting March 24.

BAKERY'S FIRST TV • Kitchens of Sara Lee Inc. (baked goods) buys Chicago track relays on 15 ABC-TV stations March 26, 8:30-11 p.m. CST. Sponsorship marks company's first use of network television. Agency: Cunningham & Walsh, Chicago.

Frank E. Mullen Resigns Vitapix-Guild Presidency

FRANK E. MULLEN, president of Vitapix-Guild Programs Inc., resigned Friday. His resignation was accepted "with regret" by John E. Fetzer of Fetzer Stations, Vitapix-Guild board chairman. Mr. Mullen had headed corporation since last October. Vitapix-Guild is one of units set up in Vitapix Corp. and Guild Films Co. actions last fall to produce and distribute film programs. Mr. Mullen, a consultant, agreed to continue in that capacity with Vitapix-Guild but desired more time for his west coast business. Edward A. Hall, V-G executive vice president, will handle executive duties.

At New York board meeting Friday, Vitapix-Guild elected Kenyon Brown, KWFT-TV Wichita Falls, Tex., to succeed Mr. Mullen as corporation president, with Mr. Hall elected executive vice president.

Radio, Tv Stations Hurt By Rain, Heavy Winds

WINDS up to 98 miles per hour, in two separate Friday storms, knocked four tv stations and one radio station off air upwards of 45 minutes. Dust storm in Colorado with gusts of 90 m.p.h. tore down $60,000 tv tower at Denver and shut down KOA-TV five hours.

WENS (TV) Pittsburgh, ch. 16, 500-foot tower was toppled with damage about $115,000. In nearby Braddock, WLOA's tower fell causing $15,000 damage. KDKA-TV Pittsburgh was off 45 minutes due to power failure and some damage to its tower was also reported.

In Connersville, Ind., $100,000 roof of Philco factory building was blown away.

In emergency action Friday afternoon, FCC granted special temporary authority to WENS to program on ch. 13 during hours educational WQED (TV) Pittsburgh was not on air. Comr. Frieda B. Hennock dissented. STA is effective until April 1.

the BIRDS *belong to* **everyone**

When the **WFAA Early Birds** have a birthday, **everybody** celebrates.
Folks all over the Southwest will join in the week-long
festivities March 28-April 3, when the nation's oldest **live** breakfast show
completes its 25th year on the air.
And as a special Silver Anniversary **bonus,** the **Early Birds**
have doubled their air time. The 16-person cast of this locally produced show now starts
an hour earlier — at 6 a.m. — to bring the Early Birds' special brand of
"good morning" to their thousands of loyal fans all over Radio Southwest.
This loyalty creates a warmly receptive atmosphere for
your advertising. Sales messages on the **Early Birds** reach **all** members
of the family when they're **all** together; they sell everything from
food products (Morton's has been a sponsor for 10 years)
to shaving cream (Mennen's, 7 years).
When you advertise on the **WFAA Early Birds,**
you sell to the whole, big profitable **WFAA** area, because in the
Southwest, the **"Birds"** belong to **everyone.**
Ask the Petry man for more information.

A Clear Channel Service of the Dallas Morning News

WFAA *Dallas* 50,000 WATTS · **NBC**

Alex Keese, *Manager*
Geo. Utley, *Commercial Manager*
Edward Petry & Co., Inc., *Representative*

at deadline

'Not Guilty,' Mrs. Natvig Pleads in U. S. Court

MRS. MARIE NATVIG pleaded "not guilty" Friday morning in Washington before District Court Judge David A. Pine to nine charges of lying in her turnabout testimony in FCC's license renewal hearing on Edward Lamb's WICU (TV) Erie, Pa. Federal grand jury earlier in week issued indictment (story page 76). Trial was set for April 18 and Mrs. Natvig was released on $2,500 bail.

Meanwhile, FCC Friday filed with Court of Appeals for D. C. its reply to WICU appeal from refusal of District Court there to stay Commission's renewal hearing on Lamb station. FCC said lower court was right in refusing stay since administrative remedies before Commission had not been exhausted.

Reno, Las Vegas Sales Filed

APPLICATIONS for purchase of KORK Las Vegas for $50,000 and KOLO Reno for $150,000 by Donald W. Reynolds filed with FCC Friday. Owners of both stations, David McKay, H. G. Wells Jr. and H. W. Joucken, also receive $2,000 annually for five years for not re-entering broadcasting in Las Vegas market and $8,000 annually for five years for same agreement at Reno. Mr. Reynolds is principal in ch. 2 KLRJ-TV Henderson, Nev.; ch. 8 KZTV (TV) Reno, KFSA-AM-FM-TV Ft. Smith, Ark.; KHRG Okmulgee, Okla., and KBRS Springdale, Ark.

KBET-TV to Join CBS-TV

AFFILIATION of KBET-TV Sacramento (ch. 2) with CBS-TV, effective March 20, announced Friday by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. KBET-TV is owned and operated by Sacramento Telecasters Inc., of which John H. Schact is vice president and general manager.

N. Y. Libel Bill to Senate

NEW YORK STATE bill to relieve radio and tv stations of liability for defamatory remarks in speeches broadcast by qualified political candidates is scheduled to go before State Senate this week following favorable report by that body's Codes Committee. Bill, which has support of New York State Assn. of Radio & Television Broadcasters, was approved by Assembly by 140-0 vote [B•T, Feb. 28].

New Libel Bill Offered

BROADCASTERS would be protected from libel for political broadcasts by bill introduced in House Thursday by Rep. Edward T. Miller (R-Md.). Bill (HR 4814) is identical to S 1208, introduced earlier in Senate by Sen. John M. Butler (R-Md.) [B•T, Feb. 28].

FCC Extra Fund Asked

WHITE HOUSE has asked Congress to give FCC $85,000 as supplemental appropriation to take care of personnel needs in current budget. Commission had asked Budget Bureau for $115,000. Commission is operating with budget of $6,694,400 for fiscal 1955, is down for $6,700,000 in fiscal 1956 under proposed budget now pending before Congress.

TODAY'S IMPACT

TELEVISION's impact underlined again in report Friday from NBC-TV that some 100,000 pieces of mail had been received by network following appeal by Dave Garroway on *Today* (Mon.-Fri., 7-9 a.m.). Mr. Garroway last Monday asked audience to donate "at least a dime" toward fund for Mrs. Carl Altonberg of East Meadow, L. I., and her seven children, after learning that her husband had been killed in auto accident while trying to assist another injured motorist. Network said 25 mail bags received contained estimated $1,500 to $2,000 each.

NARTB Names Probe Group For Tv Tariff Study

NARTB subcommittee was named Friday to lay out plans for investigation of tariffs for transmission of tv programs. Group was named at meeting of new Television Transmission Tariffs Committee formed on instructions from NARTB Tv Board at Florida meeting in January. It will meet in New York within week.

Full committee agreed "on importance and urgency of this problem to all segments of the industry and on future action to be taken." Chairman of committee as well as new subcommittee is Richard Salant, CBS. Attending Friday meeting in Washington, besides Mr. Salant, were Frank Marx, ABC; John Bachem, DuMont; Joseph A. McDonald, NBC; Chris J. Witting, Westinghouse Broadcasting Co.; A. James Ebel, KOLN-TV Lincoln, Neb.; W. D. (Dub) Rogers Jr., KDUB Lubbock, Tex. Absent were Harold Essex, WSJS-TV Winston-Salem, N. C., and Lee B. Wailes, Storer Broadcasting Co. Mr. McDonald was alternate for Joseph V. Heffernan, NBC.

ABC Gets Schlitz Rights

DISTRIBUTION rights for 52 *Schlitz Playhouse of Stars* tv film programs acquired by ABC Film Syndication Inc., George T. Shupert, president, announcing today (Mon.). Series appeared on CBS-TV for year, ending last November. According to Mr. Shupert, series can be used as summer replacement or fall programming. As summer show, series can be bought in 13 film segments, divided in categories of romance-drama, action-adventure, suspense-drama or mystery-drama, ABC said.

UPCOMING

March 15-16: Missouri Broadcasters Assn., Colonial Hotel, Springfield.
March 16-19: Assn. of National Advertisers, The Homestead, Hot Springs, Va.
March 17-18: Ohio Assn. of Radio & Television Broadcasters, Netherland Plaza Hotel, Cincinnati.
March 19-20: Mississippi Broadcasters Assn., Vicksburg Hotel, Vicksburg.
For Other Upcomings see page 132

PEOPLE

A. E. HANSER, former vice president of Biow Co. (now Biow-Biern-Toigo), N. Y., to Ted Bates Inc., same city, as account executive on Colgate-Palmolive Co.

ROBERT ASCUE, western and midwestern sales manager, Remington Records, N. Y., promoted to national sales manager.

WHAS-TV Shift Opposed

PROTEST of tower move planned by ch. 11 WHAS-TV Louisville was filed with FCC Friday by ch. 18 WLEX-TV Lexington, Ky. Pleading requests deferment on proposal of WHAS-TV to build 2,003-ft. tower 2 mi. north of Washington, Ky., until after FCC settles plan to limit tv tower sites to five miles radius of principal market [B•T, March 7, Feb. 21].

Liebman Signs With NBC-TV

MAX LIEBMAN, producer-director of NBC-TV's Saturday and Sunday color spectaculars, signed to five-year contract for his services both on spectaculars and other related functions. Mr. Liebman, signed originally by NBC-TV in January 1949, will have produced 20 spectaculars this season.

Toll Tv Group Changes Name

CHANGE in name of Joint Committee on Toll Tv to Committee Against Pay-as-You-See Tv is being announced today (Mon.), although there is no change in officers or personnel (see story, page 60). Committee also announced that Dr. Dallas Smythe, director of Institute of Communications at U. of Illinois, has been commissioned to conduct series of research studies into economic impact and implications of subscription tv as compared to "free airwaves" policy currently in effect. Don Walsh has joined Robert S. Taplinger Assoc., New York, to handle public relations activities of committee. Mr. Walsh recently was with Robinson Hannagan Assoc., New York, and previously was newspaperman in Boston and Providence.

Illinois News Session Slated

DISCUSSIONS on equal access to news for radio and television will highlight agenda of Illinois News Broadcasters Assn. at meeting April 2 in Springfield, Ill., Bill Small, WLS Chicago and association president, announced Friday. Meeting follows AP freedom of information clinic previous day. State legislators and radio-tv newsmen will explore "opening doors for broadcast news," reviewing proposal in Illinois Legislature to open committee sessions as public hearings. Among speakers scheduled are Glen Farrington, WTAX Springfield; William Ray, NBC Chicago, and Al Rowe, WSOY Decatur. Sen. George Drach, Illinois Senate majority whip, will outline views on bill to liberalize libel laws with respect to political statements by candidates on radio-tv.

WGAL-TV Files Protest

WGAL-TV Lancaster, Pa., operating on ch. 8, petitioned FCC last week to protest proposal by ch. 58 WRTV (TV) Asbury Park, N. J., that it be allowed to operate low power tv there on ch. 8 [B•T, Jan. 17]. WGAL-TV claimed proposed WRTV operation would cause interference and reduce its service area.

Milwaukee Plea Filed

BID for new tv station on ch. 31 at Milwaukee filed with FCC Friday by Business Management Inc., operator of WFOX and owned by Joseph A. Clark. No other application pends for facility.

the week in brief

A NEW FREEZE FOR TV?

FCC staff proposes, and Commission will consider, plan to hold up on vhf until a solution to uhf's problems is devised 27

P&G TOPS NETWORK SPENDERS

Soap company put $36 million into radio-tv network time last year. Colgate-Palmolive was second with nearly $19 million 29

STATIONS BLAST NIELSEN REPORT

Researcher's new local service comes up with drastically low radio ratings 32

SPRING SPOT BUYING UNDERWAY

Campaigns being readied for Tintex, Anacin, new C-P toothpaste 34

STRINGERS MAKE A FILM STAFF

WBZ-TV's news director tells how that prize-winning operation covers New England 35

FILM COVERS IKE'S CONFERENCES

How radio-tv became accredited at the White House, and how it's working out 42

A ONE-MAN SOUND-ON-FILM RIG

KWTV (TV) cameraman's invention makes new mobility possible in film coverage 59

THE ANA MEETS WEDNESDAY

Assn. of National Advertisers begins three-day conference in Hot Springs, Va. 62

NARTB RADIO BOARD NOMINEES

Fifty-six candidates named for 14 vacancies. Ballots due April 7 62

NBC BUYS ITS SECOND UHF

Network pays $312,000 for ch. 17 WBUF-TV Buffalo. Triangle Pub. Co. pays $3 million for WNBF-AM-TV Binghamton 72

FCC WANTS MORE LAMB WITNESSES

Broadcast Bureau says WICU (TV)'s request for immediate renewal is premature 76

McCONNAUGHEY PASSES COMMITTEE

Bid for confirmation as FCC member is now up to the full Senate 78

N. Y. STATIONS FIGHT BAIT-SWITCH

Twenty-four radio and tv stations in area sign resolution against misleading advertising practices 92

PETER PAN MAKES A HIT

NBC-TV's color spectacular draws unanimous critical acclaim, 65 million audience 98

WINCHELL CALLS IT QUITS AT ABC

Commentator has served notice as of Dec. 25, may leave sooner, may accept other offers 98

NEW BILLINGS UP AT NBC RADIO

Total for 1954 was $16 million, 165% above previous year's $6 million 102

ELECTRONICS DOUBLING FORECAST

Sylvania's Harrison says annual business will be $20 billion in decade 104

TELEVSION AWARDS ITS OWN

Emmy awards presented before nation-wide tv audience. NBC gets 13, CBS 12, ABC 7.

departments

Advertisers & Agencies 29	For the Record 115	Open Mike 16
At Deadline 7	Government 72	Our Respects 20
Awards 106	In Review 11	Personnel Relations .. 90
Closed Circuit 5	In the Public Interest . 110	Program Services 60
Editorial 134	Lead Story 27	Programs & Promotion 112
Education 108	Manufacturing 104	Stations 92
Feature Section 35	Networks 98	Trade Associations ... 62
Film 59	On All Accounts 24	

Broadcasting Publications Inc.
Sol Taishoff
President

Maury Long
Vice President

H. H. Tash
Secretary

B. T. Taishoff
Treasurer

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N.W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER
Sol Taishoff

MANAGING EDITOR
Edwin H. James

SENIOR EDITORS
Rufus Crater (New York), J. Frank Beatty, Bruce Robertson

NEWS EDITOR
Fred Fitzgerald

SPECIAL PROJECTS EDITOR
David Glickman

ASSOCIATE EDITORS
Earl B. Abrams, Lawrence Christopher

ASSISTANT NEWS EDITOR: Don West

ASSISTANT EDITOR: Harold Hopkins

STAFF WRITERS: Ray Ahearn, Jonah Gitlitz, Louis Rosenman, Peter Pence.

LIBRARIAN: Norma Wooton

EDITORIAL ASSISTANTS: Kathryn Ann Fisher, Eli Frix, Joan Sheehan, Audrey Cappella. SECRETARY TO THE PUBLISHER: Gladys L. Hall.

BUSINESS

VICE PRESIDENT & GENERAL MANAGER
Maury Long

SALES MANAGER
Winfield R. Levi (New York)

SOUTHERN SALES MANAGER: Ed Sellers

PRODUCTION MANAGER: George L. Dant

TRAFFIC MANAGER: Harry Stevens

CLASSIFIED ADVERTISING: Wilson D. McCarthy, Eleanor Schadi, M. Gwen Moore.

AUDITOR-OFFICE MANAGER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston.

ART-LAYOUT: Duane McKenna

CIRCULATION & READERS' SERVICE MANAGER
John P. Cosgrove

Frank N. Gentile, Joel H. Johnston, Sharleen Kelly, Jean McConnell, George Neitzey, William Phillips.

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, Plaza 5-8355

Editorial

SENIOR EDITOR: Rufus Crater

AGENCY EDITOR: Florence Small

ASS'T NEW YORK EDITOR: David W. Berlyn

NEW YORK FEATURES EDITOR: Patricia Kielty

NEW YORK ASSIGNMENTS EDITOR: Rocco Famighetti, Selma Gersten, Sally Creley

Business

SALES MANAGER: Winfield R. Levi

SALES SERVICE MANAGER: Eleanor R. Manning

EASTERN SALES MANAGER: Kenneth Cowan, Dorothy Munster

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115

MIDWEST NEWS EDITOR: John Osbon

MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-8181

WESTERN NEWS EDITOR: Leo Kovner

TV FILM EDITOR: Marjorie Ann Thomas

WESTERN SALES MANAGER: Wallace H. Engelhardt

Toronto: 32 Colin Ave., Hudson 9-2694. James Montagnes.

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues 35¢ per copy; 53d and 54th issues: $3.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcastting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1955 by Broadcasting Publications Inc.

ZIV-TV

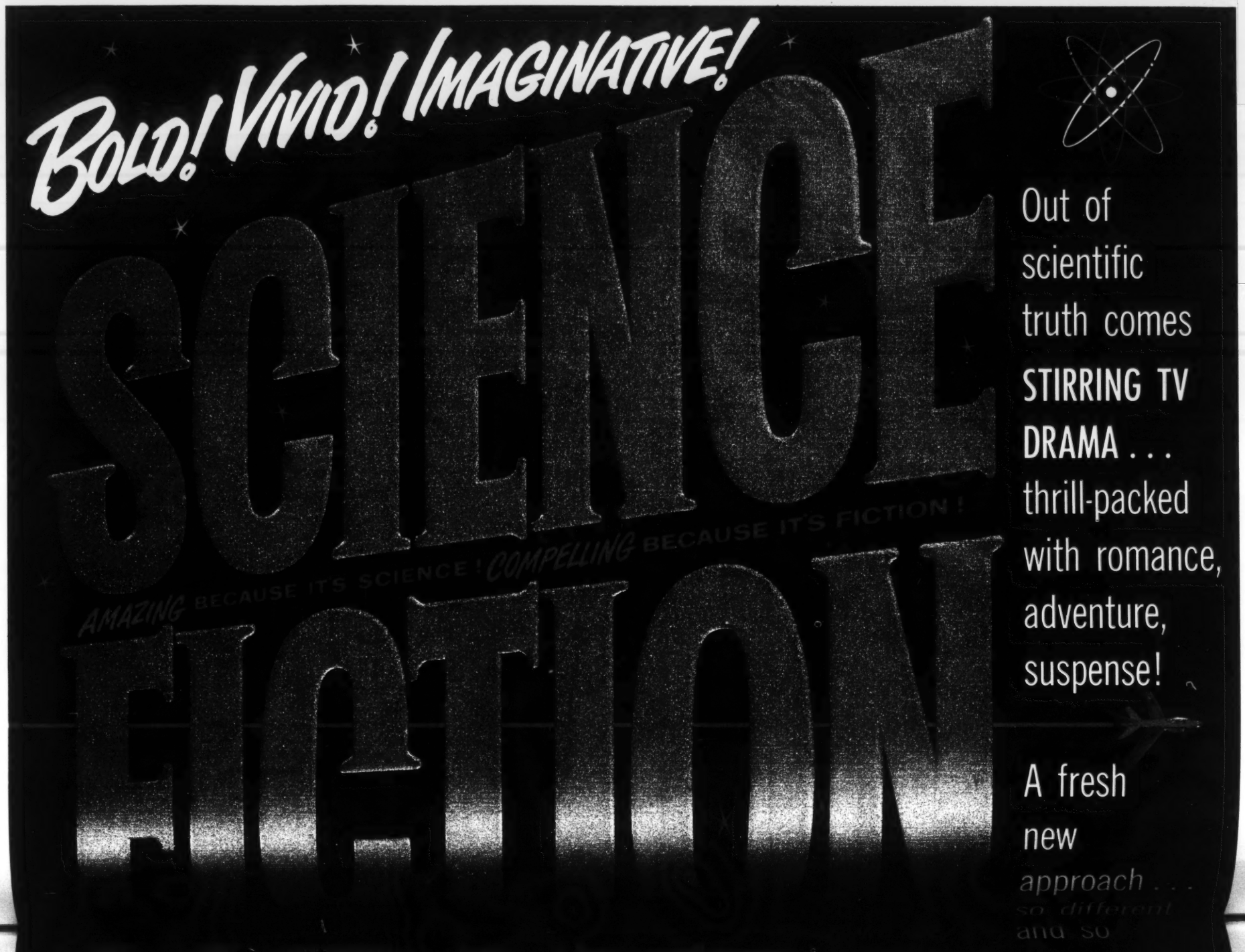
Proudly Presents the

BIG NEW IDEA

IN *TV Programming!*

COMBINING ALL THE ELEMENTS THAT BUILD HIGH RATINGS

PLUS!


BOLD! VIVID! IMAGINATIVE!
SCIENCE FICTION
AMAZING BECAUSE IT'S SCIENCE! COMPELLING BECAUSE IT'S FICTION!
Out of scientific truth comes STIRRING TV DRAMA . . . thrill-packed with romance, adventure, suspense!
A fresh new approach . . .
so different
and so

THEATRE

approach . . . so different and so sensational you'll win **NEW VIEWERS** week after week!

Wire, phone or write today for an audition of TV'S HOTTEST NEW SHOW!

AN EXCITING NEW KIND OF TV SHOWMANSHIP

Every week a brilliant new cast works for you . . . stars like William Lundigan, Richard Arlen, Jess Barker, Don DeFore, Marie Windsor, Peggy O'Connor, Warren Stevens, Basil Ruysdael, Ellen Drew, Bruce Bennett, Tom Drake and a galaxy more.

Every story based on scientific facts dramatically demonstrated by your host TRUMAN BRADLEY, famed network news commentator and Hollywood personality.

2nd BIG YEAR...

Now in Production!

RATINGS LIKE THESE BRING QUICK RENEWAL!

•30.2 in CINCINNATI

Beats My Favorite Husband, Our Miss Brooks, Godfrey and Friends, Fireside Theatre, This Is Your Life, Burns and Allen.

ARB—September, 1954

•26.5 in HOUSTON

Beats What's My Line, Jack Benny, Our Miss Brooks, Jackie Gleason, Toast of the Town (Ed Sullivan), Godfrey and Friends.

Telepulse—May, 1954

•35.8 in SAN ANTONIO

Beats Jackie Gleason, Jack Benny, Fireside Theatre, Burns and Allen, Godfrey and Friends, Toast of the Town (Ed Sullivan).

Telepulse—May, 1954

•29.8 in DETROIT

Beats Robert Montgomery Presents, Kraft TV Theatre, Our Miss Brooks, Groucho Marx, Pabst Blue Ribbon Bouts, Two for The Money (Herb Shriner).

ARB—August, 1954

•59.8 in RICHMOND

Beats Dragnet, George Gobel, Fireside Theatre, Bob Hope, This Is Your Life.

Telepulse—December, 1954

•27.0 in MINNEAPOLIS-ST. PAUL

Beats Godfrey's Talent Scouts, Our Miss Brooks, Groucho Marx, What's My Line, This Is Your Life, Two For The Money (Herb Shriner).

Telepulse—August, 1954

•30.6 in BALTIMORE

Beats Robert Montgomery Presents, Groucho Marx, Toast of the Town (Ed Sullivan), Ford Theatre, Burns and Allen, Kraft TV Theatre.

ARB—July, 1954

78 thrilling half-hour episodes *Now Available!*

"Mr. DISTRICT ATTORNEY"

THE BEHIND-THE-SCENES DRAMA OF OUR LAW ENFORCERS IN ACTION!

Champion of the people!

Starring Hollywood's Dynamic

DAVID BRIAN

Technical supervision thru the cooperation of the Los Angeles law enforcement agencies.

Let us show you how the ZIV Sales Plan can put "Mr. District Attorney" to work for you. Write, phone or wire TODAY!

HURRY! **Here are some of the markets already renewed!**

Wilkes-Barre
South Bend
St. Louis
Binghamton
Grand Rapids
Erie
Johnstown
New York City
Lansing
Memphis
Buffalo
Philadelphia
Los Angeles
Chicago
Detroit
Cleveland
San Francisco
Baltimore
Washington, D. C.
Cincinnati
Minneapolis
Kansas City
Dallas
Houston
Seattle
San Antonio
Toledo
Huntington
New Haven
Louisville
New Orleans
Denver
Wheeling
Dayton
Atlanta
Columbus
Oklahoma City
Des Moines
Milwaukee

PETER PAN

"IT was wonderful . . . and beautiful . . . and wonderful and . . . beautiful." That's what the seven-year-old daughter of this reviewer said about "Peter Pan" in color on NBC-TV last Monday night.

It was indeed wonderful and beautiful. Television can take a bow once again for a rare privilege—that of presenting this warm version of the immortal fantasy of the boy who wouldn't grow up.

NBC estimated on preliminary data that 65 to 75 million people saw the spectacular—what NBC President Sylvester L. Weaver called the No. 1 event of the year.

The superb performance left virtually nothing to be desired. Mary Martin was the epitome of Peter Pan. Cyril Ritchard brought the delicious elegancies that the British do so well to the character of Capt. Hook. Of the others—all of whom spun their whimsical characterizations to the fullest—the gleeful, grotesqueries of Sondra Lee as the bouncy Princess Tiger Lily made a marked impression on the younger viewers as well as the adults who still believe in fairies.

Charming, imaginative sets, delightful dance numbers and the songs and singing of Miss Martin, Mr. Ritchard and the others added up to a memorable evening at the theatre. "Daddy, it's almost like being at the theatre," the nine-year-old daughter murmured. And that thought was inescapable.

Probably the most engaging of the technical details was the aerial ballet of Miss Martin and the Darling children. The wires were visible—at least on the color show—but they detracted not a whit from the imagery of star-dusted mortals. A special word of praise must be said for Miss Martin's finale—swooping and soaring for what seemed a full three minutes as the credits flashed by. It was a breathtaking curtain call.

Surely, the color enhanced the fairy tale qualities of this ethereal classic. There were audible comments from both children and adults at the "beautiful colors." But to a more sophisticated adult, on whom perhaps, not enough star dust had fallen, the color values seemed a trifle harsh and garish. What also troubled this viewer were the changes in color values as cameras moved in or away from a scene or when cameras changed. It looked as if color stability was still something devoutly to be wished for.

The 12-year-old summed it up in succinct, male fashion when he said after the show: "Boy, it was neat. But that color still needs some improving. . . ."

In black-and-white, it is reported by all hands, the magic of the performance came through in all its sheer delight.

Perhaps the best judgment on the performance was the behavior of the four youngsters who viewed the show at this reviewer's color set. They were enthralled throughout. They were hushed, they were giggly, they were noisy and they were properly moist-eyed—all at the proper time in the story. Peter's call for them to applaud in order to revive the sinking Tinker Bell fell slightly flat. The children did not seem to realize, until too late, that he was calling on them to participate. Otherwise they lived the play. And that is the best review of all; how the spectators feel about a performance.

A vagrant thought flashed through this reviewer's mind as he sat bewitched before this superlative production: If this is what free television is offering, what more can subscription tv give that would be worth paying for?

Last week's performance of the four-month Broadway hit has an interesting sidelight: The tv performance was in lieu of the normal road-show. It seems the complexity of the production, plus the large cast, prohibited the usual cross-country tour. So, tv to the rescue; in place of one-night stands for the regular six-week to two-month tour, a single, nationwide telecast of the original cast. This could mean a change in legitimate theatre logistics.

MISS MARTIN and MR. RITCHARD

The charm of the play and the production was carried over into the commercials. Fords, Mercurys and Lincolns were promoted in a vari-hued and original manner. RCA, too, used imagination in presenting its albums.

All in all, tv can be proud of the evening of March 7—and NBC can feel even more proud that it brought this to pass.

Production costs: $300,000
Network: NBC-TV (March 7, 7:30-9:30 p.m.)
Sponsored by: Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt and Grey Adv. Agency.
Starring Mary Martin (as Peter Pan), Cyril Ritchard (as Capt. Hook and Mr. Darling), Kathy Nolan (as Wendy), Robert Harrington (as John), Joseph Stafford (as Michael), Heller Halliday (as Liza), Sondra Lee (as Tiger Lily) among others.
Producer: Richard Halliday. Director: Jerome Robbins. Scenery: Peter Larkin.
Lyrics by Carolyn Leigh, music by Mark Charlap, additional lyrics by Betty Comden and Adolph Green, additional music by Jule Styne, conductor Louis Adrian, orchestral arrangements by Albert Sendrey, incidental music by Trude Rittman, Elmer Bernstein.

THE EMMY AWARDS

TELEVISION made its big bid for prestige last Monday night when the Academy of Television Arts & Sciences presented the seventh annual Emmy awards—for the first time on a national network (see story, this issue).

For several years television has advanced the cause of motion pictures by broadcasting the presentations of Oscars, and it certainly was time to do as much for its own Emmy awards. Unfortunately production flaws marred the first Emmy broadcast.

Happiest note of the show was the choice of performers to run it. Steve Allen, whose *Tonight* show was pre-empted by the Emmy affair, did a comfortable job as m.c., with as-

Northern Indiana's
SUPER station
...250,000
watts plus... with a
SUPER audience
...more than 208,000 UHF sets

covering the South Bend,
Elkhart, Southern Michigan
BILLION DOLLAR MARKET*

WSJV-TV
ABC NBC DUMONT
Elkhart, Indiana
Channel 52

JOHN F. DILLE, Jr., President
JOHN J. KEENAN, Commercial Manager

NORTHERN
INDIANA'S
Most Powerful
STATION

For availabilities see your
H-R TELEVISION MAN
National Representatives
*See Sales Management Survey of Buying Power

to cover the
SAN FRANCISCO
Bay area...

... use one of
America's **2**
GREAT *independents!*

KYA

The Personality Station
... 1260 k. c.

NEW YORK OFFICE:
John Barry
28 West 44th St.
BRyant 9-6000

CHICAGO OFFICE:
George Clark
316 N. Michigan Ave.
RAndolph 6-0712

sists on the presentations by Jimmy Durante, George Burns, Danny Thomas (who walked off with two awards), Jack Benny, Ralph Edwards (one award) and Dr. Frank C. Baxter.

Dave Garroway emceed the New York portions of the show—the weaker portions. While Hollywood boasted a full-fledged stage and rostrum where the awards could be handed out with some dignity, those winners in New York had to weave through the mob at Nino's LaRue to get to Mr. Garroway, who was allowed only space in an aisle. His contribution, incidentally, consisted of non-committally handing over a statuette and then saying, "and now we switch you back to Hollywood."

The Hollywood end was staged from Frank Sennes' Moulin Rouge, but that wasn't reason enough to throw in unnecessary nightclub dance numbers. They seemed out of context, doubly so with all that tv talent cramming the place.

The cues were all off, beginning with the introduction of Don DeFore as Dan DeFore down to saying that Robert Q. Lewis would accept an award for John Daly and then seeing Mr. Daly accept for himself—and nobody bothered to correct the error.

You could go on finding faults—but it still managed to be entertaining. Perhaps its secret was the familiarity of the tv stars on the show. You see so much of them in the course of a year that you feel you know them personally—much better than you would know a movie star who wins an Oscar. The informality was catching—it made the tv viewer feel like a member of the family.

Estimated Production Costs: $70,000.
Date and Time: Monday night, March 7, 1955, 11:30 p.m.-1 a.m. EST, NBC-TV.
Sponsors: Portions by Maybelline Co. through Gordon Best & Co., and Charles Antell through TAA Inc.
Master of Ceremonies: Steve Allen (in Hollywood) and Dave Garroway (in New York).
Produced by: William Kayden
Director: William Bennington
Associate Director: Fred Rheinstein
New York Director: Hudson Faussett
Written by: Charles Isaacs and Glenn Wheaton
Musical Director: Gordon Jenkins
Technical Director: Joe Conn
Origination: Frank Sennes' Moulin Rouge, Hollywood; with cut-ins from Nino's LaRue, New York.

THE MIGHTY CASEY

NOTHING would seem to be a more natural subject for an American opera than the national game of baseball and no better starting point than Ernest L. Thayer's classic poem, "Casey at the Bat." So, when William Schuman, president of the famed Julliard School of Music, composed "The Mighty Casey" with a libretto by Jeremy Gury, the producers of *Omnibus* hurried around to get the right to give the opera its tv premiere.

As one who remembers fondly De Wolf Hopper's recitation of "Casey" as an intermission feature of "The Mikado," this reviewer was tuned into *Omnibus* a week ago yesterday (March 6) with eager anticipation. After all, the juxtaposition of Casey and Koko was just as far-fetched as that of baseball and opera and it had gone over very well.

The same cannot be said for "The Mighty Casey." Repetition, which seems to be as essential to opera as it is to advertising, stretched the comically sad story of Casey's strike-out far beyond the endurance point. What started out as a gay romp wound up as pretty much of a bore, because the singers repeated at least three times each idea expressed by the poem. Instead of garnishing the *piece de resistance* with a sprig of musical parsley, the operatic

to cover the
NEW YORK
Metropolitan area...

USE
AMERICA'S TOP
PERSONALITIES

Bob & Ray
Jack Lacy
Alan Freed
Brad Phillips
Les Keiter
Peter Roberts
N.Y. Yankees
Stan Shaw

... on one of
America's **2**
GREAT *independents!*

WINS
1010

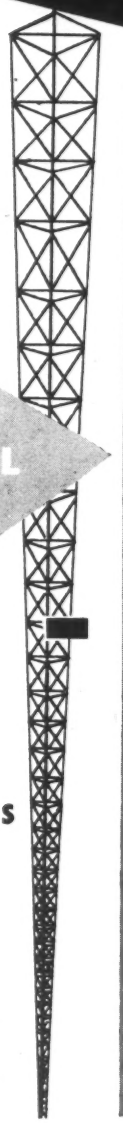
50,000 watts...
... 24 hours a day

SAN FRANCISCO OFFICE:
Chuck Christianson
Hotel Fairmount
DOuglas 2-2536

CHICAGO OFFICE:
George Clark
360 N. Michigan Ave.
RAndolph 6-0712

Give your ALE that 12 punch in PORTLAND, OREGON

THE BIG PICTURE!



CHANNEL

KLOR-TV 12

ABC TELEVISION NETWORK
OPERATING WITH A FULL 238,000 WATTS
246,000 TV SETS IN USE

for availabilities call...

GEORGE P. HOLLINGBERY CO.
CHICAGO NEW YORK LOS ANGELES
ATLANTA SAN FRANCISCO

CHANNEL 12 KLOR
S. JOHN SCHILE *Gen. Mgr.*
HENRY A. WHITE *Pres.*
OREGON TELEVISION, INC.
915 N. E. Davis St., Portland 14, Oregon
Fillmore 9721

MORE

motivates the sale. And some of the peopl

spending more time in network radio

increased its weekly time on CBS Radio by

and Bristol-Myers, each by forty-fiv

by a half-hour....All on CB

than ever before, it's advertising that
who make the most sales are now
In the last six months General Motors has
an hour and a quarter. General Foods
minutes. Campana and Liggett & Myers,

RADIO

Since the beginning of October, the above companies — along with Milner Products, Corn Products, Lewis Howe, Mutual Benefit, Consolidated Cosmetics, Brown & Williamson — have bought a total of five additional hours on the CBS Radio Network. More than half of this new time is in nighttime radio. And a good part of it is being invested in the network's new five-night-a-week shows... "The Amos 'n' Andy Music Hall," "The Tennessee Ernie Show," "The Bing Crosby Show."

WXLW
PROUDLY ANNOUNCES
THREE MORE REASONS
WHY
WXLW
is Indiana's
BEST
time-buy!
NEW POWER!
NEW SOUND!
NEW SPOT!
(950 on Hoosier dials!)
Yes, Indiana's most popular dawn-to-dusk station has been beaming music and news every half hour to its satisfied, responsive audience . . . and now . . . with a giant 5000 watt punch . . . it blankets an immense new territory! The most ultra-modern sound transmission available, plus listeners who listen and listeners who buy—makes WXLW the best time-buy in all Hoosier land!
"ASK YOUR JOHN PEARSON MAN"
WXLW
INDIANAPOLIS
THE HOOSIER STATE'S
GOOD-TIME DAY-TIME STATION

chefs had buried their theme in a mound of trimmings.

The cast did its best—and a very good best it was—to recapture the spirit of a baseball-crazed small town of 50 years ago. The scenery and costumes could not have been improved upon. There were many interesting and amusing touches, such as the small boy trying to get Casey to autograph his book, the parade of the town band, the protest of Mudville players and rooters to the umpire's called strike against Casey and the umpire's calm rejection of their complaints. But a full hour of embellishment was too much weight for a poem which can be read in five minutes.

Production costs: Approximately $50,000.

Sponsored by Scott Paper Co., Aluminium Ltd. of Canada, Norcross and Zenith Radio Corp. as part of the March 6 telecast of Omnibus *on CBS-TV, Sun., 5-6:30 p.m. EST.*

Composer: William Schuman.

Librettist: Jeremy Gury.

Musical Conductor: Samuel Krachmalnick.

Staged by Elliott Silverstein; director: Ted Danielewski (for Omnibus*).*

Executive Producer: Robert Saudek, director, Tv-Radio Workshop of The Ford Foundation.

Cast: Danny Scholl, Elise Rhodes, George Irving, Rufus Smith, Nathaniel Frey, Bruce Renshaw, Mort Marshall, with chorus and dancers.

OPEN MIKE

Unfair to Small Fry

EDITOR:

The incident I am about to relate not only proved amusing to me but again hit me between the eyes, confirming the tremendous impact of this thing called television.

Last evening about 7:30 as I was in the living room playing with our youngest, my six-year-old came racing out of the den where the television set is located and advised me that we are being very unfair in having announcements for good things to eat in the evening when it's impossible for him to eat. In checking the schedule, I learned that at 7:30 we had a potato chip 20-second announcement.

Until I can re-schedule all "good things to eat" into the daytime schedule so my boy can eat it when "it looks so good," it looks like I will stay in the dog house.

Lloyd D. Loers, Sales Manager
KGLO-AM-TV
Mason City, Iowa

Likes Interview Technique

EDITOR:

I just want to compliment you on the Weaver interview.

I think this is a wonderful technique and I get more out of it than I do reading or hearing some prepared speech.

A good piece of work.

Bob Dillon, Vice President
KRNT Des Moines, Iowa

Radio vs Network Radio

EDITOR:

When Robert Sarnoff [NBC executive vice president], or anyone else for that matter, discusses the radio networks, I wish he would use the word "network" every time he uses the word "radio." Otherwise, casual hearers and readers of such statements as the one Mr. Sarnoff made to the Minneapolis Sales Executives Club [B•T, March 7] may deduce that all radio is sick, thrown on the ropes by television.

Actually, WDIA and many other aggressive radio stations throughout the country have shown constant improvement in the last 10 years in both size of audience and gross income. WDIA and other stations like WITH Baltimore, WONE Dayton, WHDH Boston, WWDC Washington and a host of others have used the same formula of independence, entertainment, local community service, showmanship and promotion to make constant progress during a period when some have paid tribute to television with only a sign of sadness for the imaginary passing of radio.

When we talk about the networks, let's be sure no one can possibly confuse them with radio, 1955 American style radio. There's really no comparison.

Bert Ferguson
Manager
WDIA Memphis, Tenn.

Atom Attack on Weaver

EDITOR:

Congratulations on your exclusive with "Pat" Weaver. But, operators of those "1,400 d.j. stations" for whom he says there is no room, can take heart from his views on radio. For example:

"Television is so much more important than radio was . . . it really didn't matter if the big advertisers took over radio." And, again:

"The atomized structure of local stations" is not what makes radio a "worthwhile leisure time activity."

Now, really, Mr. W! If this represents top-level network thinking, stand back Nets! Here come the Atoms!

Tim Elliott
President-General Manager
WCUE Akron, Ohio

Top Secret Addresses

EDITOR:

Is your station address a top secret? . . .

People write to radio and television stations and oftentimes address the envelopes to just the station call, the city and then mail it. What do the mail clerks do with such mail? Often the station is well known and the letters will get there quickly, but those which are less well known are often delayed. Not all telephone books contain the stations by call and not all directories. That applies to large cities always. We clerks who work mail on the trains can only put such mail in the box we mark "Hards." Some of those never get "home" but become "dead letters."

When you wonder why people do such things I suppose it is because the station announcers tell that it is "Station so-and-so" and name the city. . . . Certainly the station addresses should be available, or at least the zone. It just seems to me—and a lot of other mail clerks—that stations should consider these things. Whether addresses or zones or both is up to the stations.

The question remains: "Is your station address a top secret?"

Leon W. Kettring
Postal Transport Clerk
Toledo, Ohio

[EDITOR'S NOTE: Mr. Kettring's letter reinforces that of Linnea Nelson [OPEN MIKE, Feb. 21] urging stations to include zone numbers when giving their addresses. Since then B•T has run the boxed notice "No Zone = Delay."]

Announcing

WSFA and WSFA-TV
MONTGOMERY, ALA.

Now Affiliated with

WKY and WKY-TV
OKLAHOMA CITY, OKLAHOMA

Hoyt Andres
Station Mgr. WSFA and WSFA-TV
(Pioneered with WKY-TV)

The same policy of operation that makes WKY-TV outstanding in Oklahoma, now guides the management of WSFA-TV in Montgomery. Years of TV experience assure advertisers of maximum results . . . PLUS the fact that WSFA-TV serves a remarkable, booming Southeast area which is enjoying widespread industrial and agricultural expansion.

WSFA-TV operates on full 316,000 watts — from 1,040-ft. antenna, 21 miles south of Montgomery!

WSFA-TV serves Central and Southern Alabama, Southwest Georgia and Northern Florida.

WSFA, NBC Affiliate, Represented by HEADLEY REED CO. • WSFA-TV, Channel 12, NBC Television, Represented by KATZ AGENCY, INC.

WBC
NO. 1 BUY
IN
TELEVISION
KDKA-TV
CHANNEL 2
in Pittsburgh, the nation's
8th market. 1,134,110 TV
homes. Retail sales over $5
billion. Western Pennsyl-
vania's pioneer TV station.
WPTZ
CHANNEL 3
in Philadelphia, the nati
3rd market. 1,947,322
homes. Retail sales o
$6½ billion. Eastern P
sylvania's pioneer TV stat

KPIX
CHANNEL 5

in San Francisco, the nation's 7th market. 1,059,055 TV homes. Retail sales over $5 billion. Northern California's pioneer TV station.

WBZ-TV
CHANNEL 4

in Boston, the nation's 6th market. 1,267,223 TV homes. Retail sales over $6 billion. New England's pioneer TV station.

Your National Spot Campaign Is Not Complete Without The Westinghouse Stations

WBC's magic numbers work sales magic for advertisers. Maximum power, low channel numbers mean better coverage. Big and growing numbers of TV homes mean huge markets. And they're rich markets . . . as you can see from the figures in the big numbers. So let WBC's magic numbers work their sales magic for *you*. Start by dialing the number of your nearest WBC television station for availabilities. Or, call Eldon Campbell, WBC's National Sales Manager. His number is PLaza 1-2700, New York City.

W B C

WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ+WBZA • WBZ-TV, *Boston;* **KYW • WPTZ,** *Philadelphia;* **KDKA • KDKA-TV,** *Pittsburgh;* **WOWO,** *Fort Wayne;* **KEX,** *Portland;* **KPIX,** *San Francisco*

KPIX represented by THE KATZ AGENCY, INC.
WBC National Representatives—FREE & PETERS, INC.

COVER
NORTH
CAROLINA'S
Rich, Growing
"GOLDEN
TRIANGLE"

WINSTON-SALEM
GREENSBORO
HIGH POINT

with
WSJS
TELEVISION
CHANNEL 12

a 24-county market with
POPULATION
of
1,303,700
(Sales Management 1954
Survey of Buying Power)

NOW SHOWING!—ALL NBC COLOR SHOWS

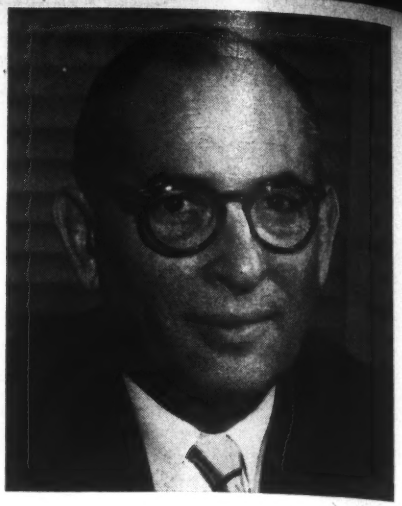
NBC

Interconnected
Television Affiliate

National Representative:
The Headley-Reed Company

our respects

to DAVID E. COHN



THERE ARE PEOPLE in Washington, surprising as it may seem, whose aim is to cut down red tape. Most of these rarities—and you may be sure they are rare specimens—are at the Bureau of the Budget, the President's management staff. One of them keeps his eyes on the FCC and its forms and questionnaires.

He is David Ellison Cohn, 55-year-old newspaperman turned management expert, who is responsible in no small measure for many of the condensations and eliminations in the FCC's demands on broadcasters for financial records, personnel reports, ownership records, affiliation contracts, application forms, etc.

In the last five years there has been a concerted effort to whittle down the complexity and volume of such reports. It's been pretty successful, too. For example, in two years of work, 19 application forms (containing 379 individual pages) have been reduced to seven (encompassing a mere 52 separate pages).

In 1953, the annual financial report was revised to require its submission only every third year—at renewal time—and its more than 15 pages was cut down to a single sheet. It was revised in another, more important way. Previously, the Commission required the accounting information to follow an FCC form; now the station submits its own balance sheet without having to translate it to FCC standards.

This is just one example of how extensive such a review of existing forms can be. But even beyond that, the work has paid dividends in other directions.

The stocky Mr. Cohn, who wears horn-rimmed glasses and whose hair is thinning and gray, was born in New York City Nov. 11, 1900 —"18 years before Armistice Day"—of parents who went north from South Carolina just before the turn of the century. He was educated in New York grade and high schools.

In the summer of 1919, Mr. Cohn returned to the family homestead in the town of North, South Carolina. There he worked as a reporter on the weekly *Laurens* (S. C.) *Advertiser.* By April of the next year, and for seven years thereafter, Mr. Cohn was with the *Columbia* (S. C.) *Record,* successively as reporter, state news editor, telegraph editor, advertising solicitor, advertising manager, business manager and member of the board of directors.

In 1927, after purchasing control of the weekly *Calhoun Times,* in St. Matthews, S. C., Mr. Cohn took over as editor and publisher. He also ran the job printing business associated with the weekly. In addition, Mr. Cohn became a partner (and finally owner) of an advertising agency in Columbia. It was while engaged in this advertising endeavor that Mr. Cohn began getting interested in statistics. Both the printing plant and the advertising agency performed several jobs compiling, editing and publishing statistical and economic briefs for clients who included public as well as private agencies.

It was then that Mr. Cohn served on a part-time basis as statistician and chief of the rates division of the South Carolina Power Rate Investigating Committee.

So notable was his work that Mr. Cohn was appointed chief of the rate section of the South Carolina Public Service Commission.

He remained with the state PSC until 1934, when the late Frank R. McNinch, then chairman of the Federal Power Commission (later an FCC chairman), brought him to Washington as an FPC statistician. In the nine years, Mr. Cohn was with FPC, he also served as chief of publications and finally as chief of statistics.

In 1943 Mr. Cohn moved over to the Bureau of the Budget. He has been there ever since—one of the experts in the Office of Statistical Standards, assigned to coordinate the statistical activities and research practices of federal agencies in the utilities and communications field.

Naturally, he does not take personal, sole credit for cutting down and making more effective the myriad reports big government requires from utilities and communications companies. Most of the work and the recommendations come from spokesmen for the interested industries and businesses. Mr. Cohn feels that he is the coordinator, taking suggestions and comments from business and the agencies involved and having representatives of both parties work out a satisfactory solution.

Broadcasters all speak highly of his work.

Ben Strouse, WWDC Washington, chairman of the broadcasters committee of the Advisory Council on Federal Reports, wrote: "Dave has been for years the key between our committee and the industry when it comes to forms and he has done a job far beyond the call of duty."

E. K. Jett, WMAR-TV Baltimore and a member of the broadcasters committee, said: "If one person is to be singled out for a word of praise, it should be Dave Cohn who has cooperated and assisted in every way possible."

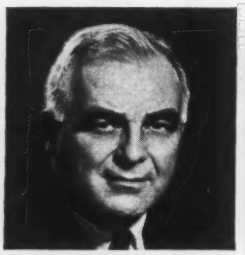
Mr. Cohn is married to the former Janet Pearlstine of St. Matthews. They have one daughter, Mrs. Arnold Fine. They live at Washington's Dorchester House, but also maintain a home in St. Matthews, where the family raises cattle and has a potato farm. Mr. Cohn keeps busy—outside working hours—with home movies (there is one granddaughter), a stamp collection and an occasional round of golf. Until quite recently, he was a weekly squash and tennis player.

Mr. Cohn is a member of the American Statistical Assn., the American Trade Association Executives, the Washington Trade Association Executives, National Press Club and the Washington Hebrew Congregation. He is a Scottish Rite Mason.

profitable
pipe line!
No advertising message is any stronger than the medium you entrust with its transportation. The logistics of productive advertising demand two great essentials (which, we'd like you to know, WSAZ-TV is impressively able to supply). One of these is a market of abundant prospects with handsome ability to buy what you sell. The other is the best possible medium to get their attention, win their loyalty, and influence their preferences—in short, a profitable pipe line from you to people you want as customers. WSAZ-TV commands nearly half-a-million TV homes of such prospects in the uncommonly large five-state area we reach—a region rightfully described as the industrial heart of America. When you route your advertising via WSAZ-TV, you enlist the one and *only* super-efficient medium linking you directly with all of this **four-billion dollar** market. Something is bound to happen. And it does—day after day and year after year—as WSAZ-TV's big roster of satisfied advertisers will testify. For a profitable pipe line into our land of boom payrolls and eager customers, just put yourself in touch with any Katz office.
Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated
ABC & Du Mont
WSAZ
TELEVISION
also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers, Vice President and General Manager, WSAZ, Inc.
represented nationally by The Katz Agency
Typical of the many outstanding industries that contribute to the economic growth of WSAZ-TV's five-state area is Nitrogen Division, Allied Chemical & Dye Corporation, at whose South Point, Ohio, plant this scene occurs.

WILK-TV most powerful UHF

1,000,000



JOHN CREUTZ of Page, Creutz, Garrison, and Waldschmitt, consulting engineers of Washington, D.C. Mr. Creutz has advised WILK-TV..."A high-power transmitter with a moderate-gain antenna will provide better coverage."

THOMAS P. SHELBURNE of WILK-TV. From his own words—"We have implicit confidence in the performance of G-E broadcast equipment. We believe that the new power package for UHF will provide the best television service in the area."

A 45 KW Klystron-equipped transmitter and a contoured 24.2 gain helical antenna gives this Wilkes-Barre, Pennsylvania station the maximum power allowed by the FCC. WILK-TV is the first to operate such a combination to attain a full megawatt and provide more integrated signal strength than any other UHF station. G.E. salutes its foresight and pioneering spirit in taking this momentous step to high power.

Thomas P. Shelburne, WILK-TV Treasurer and Managing Director, decided that a 45 KW transmitter and 24.2 gain antenna, rather than a 23 KW transmitter and 50 gain antenna, was best suited for the terrain in the Wilkes-Barre area. Why not take a tip from WILK-TV and get into the million-watt class with the equipment combination that's best for you?

UHF HELICAL ANTENNA. Proved top-flight performance in many locations; low wind loading; low installation cost; low maintenance expense.

45 KW TRANSMITTER on test at factory, Electronics Park, Syracuse, New York. This unit is now installed and is in operation at WILK-TV, Wilkes-Barre, Pa.

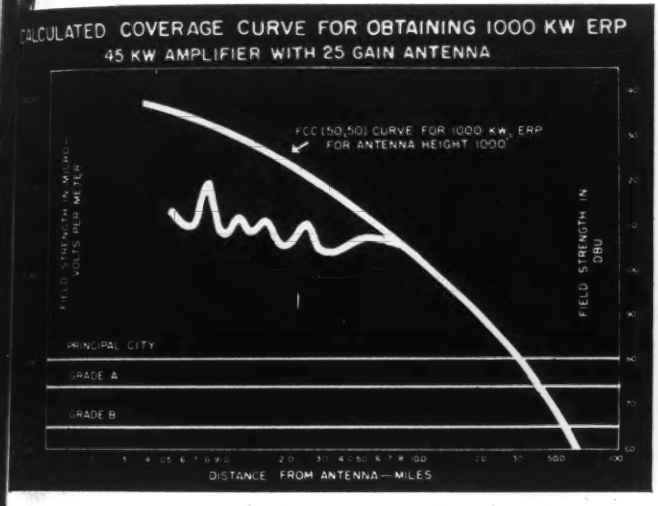
transmitter in the world...

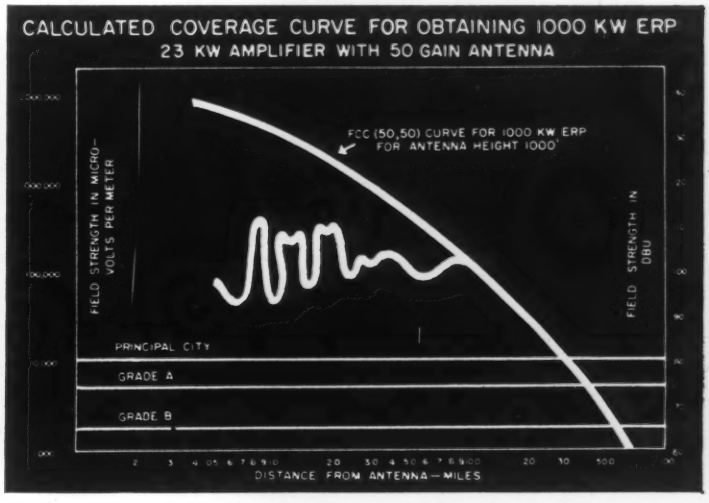
WATTS ERP

NOW YOU CAN GET THE POWER EDGE ON YOUR COMPETITION
G.E. OFFERS 2 WAYS TO REACH A MILLION WATTS IN UHF

1. 45 KW transmitter with a 25-gain helical antenna. Check the calculated coverage curve below for the field intensity pattern you get with this combination.

2. 23 KW transmitter with a 50-gain antenna. Compare the coverage curve for this equipment combination, with the needs of your terrain.


CALCULATED COVERAGE CURVE FOR OBTAINING 1000 KW ERP
45 KW AMPLIFIER WITH 25 GAIN ANTENNA
FCC (50,50) CURVE FOR 1000 KW, ERP FOR ANTENNA HEIGHT 1000'
FIELD STRENGTH IN MICRO-VOLTS PER METER
FIELD STRENGTH IN DBU
PRINCIPAL CITY
GRADE A
GRADE B
DISTANCE FROM ANTENNA—MILES


CALCULATED COVERAGE CURVE FOR OBTAINING 1000 KW ERP
23 KW AMPLIFIER WITH 50 GAIN ANTENNA
FCC (50,50) CURVE FOR 1000 KW ERP FOR ANTENNA HEIGHT 1000'
FIELD STRENGTH IN MICRO-VOLTS PER METER
FIELD STRENGTH IN DBU
PRINCIPAL CITY
GRADE A
GRADE B
DISTANCE FROM ANTENNA—MILES

EITHER power package is available. Let your Consultant recommend which is best for you. Facts and figures will be placed in the hands of your Engineer or Consultant. Check the advantages you get with either package. Then make a note to call your local G-E District Manager today...or write direct to: General Electric Company, Broadcast Equipment, Section X235-14, Electronics Park, Syracuse, N. Y. *In Canada, write:* C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.

GET THESE ADVANTAGES WITH EITHER POWER PACKAGE

1. Demonstrated dependability. Components of the G-E 12 KW transmitter, proved in use in 38 operating stations, have been incorporated in both the 23 and 45 amplifiers.

2. Adaptable to existing space—cubicles may be arranged in practically any manner.

3. Can be installed in existing UHF stations without loss of air time.

4. Personnel safety provided by door-operated high-voltage interlocks and grounding switches.

5. Automatic protection against loss of air time—overload protection—high-speed AC and DC relays shut down transmitter in event of power surges. Two-shot plate recloser puts transmitter back on air when overload has cleared.

6. Capable of transmitting NTSC color.

7. Known tube costs. Klystrons are leased by G.E. to the user at a standard rate that decreases with number of hours used. No capital investment for Klystrons.

8. Simple antenna design. Maximum reliability—the G-E UHF helical antenna needs only one feed point per bay. Standard antenna can be contoured or directionalized to meet your specific requirements.

Progress Is Our Most Important Product

GENERAL ELECTRIC

HERE'S ANOTHER REASON WHY

KWTV IS NO. 1

OKLAHOMA'S TV STATION

(JUST ONE OF THE REASONS)

THE RORABAUGH REPORT on Spot Television Advertising for the fourth quarter of 1954 shows KWTV ahead of all Oklahoma City TV stations on the basis of total number of national spot announcements, participations and programs telecast over the stations during average periods in the fourth quarter. We at KWTV are proud of this report because it illustrates the overwhelming acceptance this station is enjoying among leading national and regional advertisers. Any station can call itself "number one", but it takes unexcelled performance by a station before it can be No. 1.

The COMPLETE Story Is Even Better . . .

CALL OR WRITE FOR FULL DETAILS *TODAY!*

KWTV CBS OKLAHOMA CITY

WORLD'S TALLEST MAN-MADE STRUCTURE

316,000 WATTS POWER 1572 FOOT TOWER

AFFILIATED MANAGEMENT KOMA-CBS

REPRESENTED BY AVERY-KNODEL, INC.

EDGAR T. BELL
Executive Vice President
FRED L. VANCE
Sales Manager

FRANK CARVELL

on all accounts

THE LACK of oil derricks among Manhattan's skyscrapers doesn't deter Frank Carvell from pursuing an existence that helps transform Conoco's black gold into real gold.

Mr. Carvell, timebuyer with Benton & Bowles, New York, on its diversified products group, lives as close to "Conocoland" as possible, although Gotham is as far from it as the Mississippi is from the Atlantic.

To the uninitiated, "Conocoland"—the territory of the Continental Oil Co., Houston (Conoco gasoline and oil), one of the largest accounts handled in B&B's diversified products group—takes in an area roughly extending west from the Mississippi to the Rockies, north to Canada and south to the Gulf. Mr. Carvell, who has been on the account ever since the agency was appointed in January 1953, predates this association with B&B less than a year, for come this St. Patrick's Day, he will have been with the agency three years.

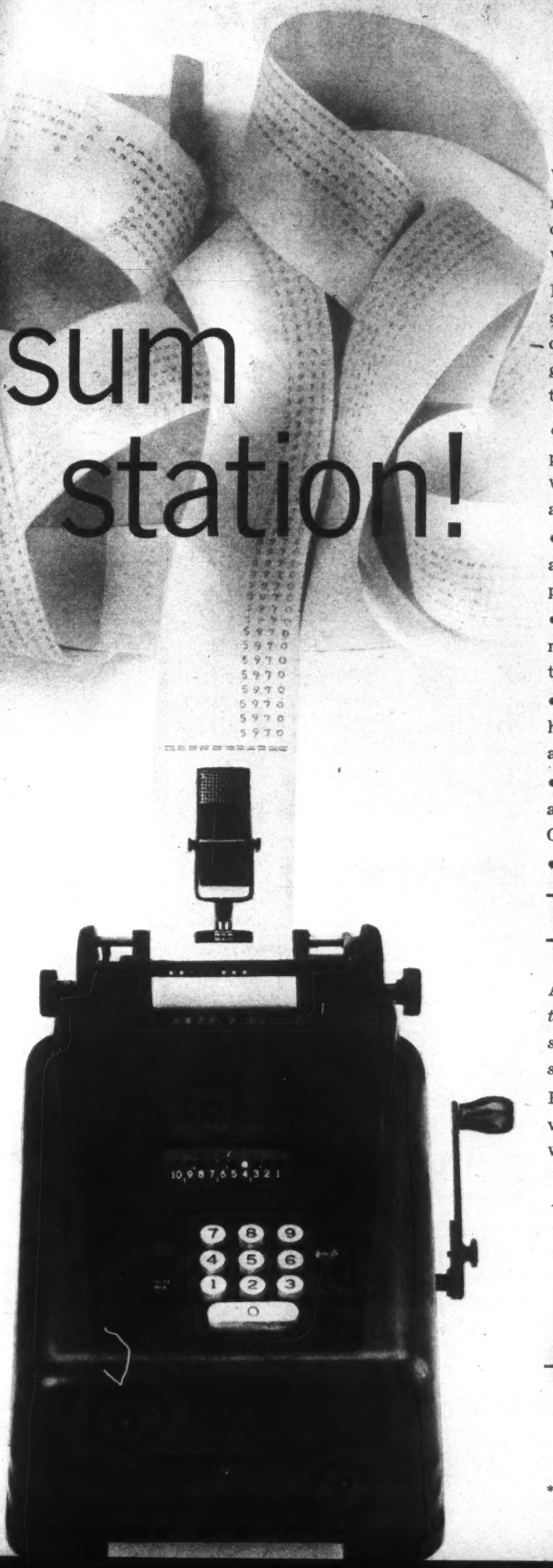
Continental's buying in the broadcast media is spot. For Mr. Carvell it has meant studies of "Conocoland" for additional and specific markets where spot can be used. In radio, particularly, this entails recommending stations delivering vast coverage in areas where tv penetration is either not yet existent or quite low.

Special campaigns—such as the introduction last fall of a new, double-duty motor oil or the purchase in the fall of 1953 of "TCP" rights from the Shell Oil Co.—require extra effort along the line and from the timebuyer's office.

Mr. Carvell also handles radio-tv activity of the "white goods" line of appliances for Crosley Div. of Avco (*Douglas Edwards With the News* on CBS-TV) and Benson & Hedges (for Parliament cigarettes).

Mr. Carvell, who was born Nov. 22, 1920, in New York, points to his investment in radio-tv, $15 to be exact—"the best $15 I ever spent," he says. That was the fee in 1948 when he was the only member of that year's City College of New York graduating class to take the student examination sponsored by the American Assn. of Advertising Agencies. It landed him a job as assistant timebuyer with Pedlar & Ryan, New York. Later, he was associated as assistant timebuyer with Biow Co., New York, and then Marschalk & Pratt, same city, as timebuyer. In 1943-46, Mr. Carvell was in the service, following three years as assistant to the business liaison manager with the old *New York Sun*.

His wife is the former Gwen Lynch. They have twin daughters, Susan and Lynn, 3, and live in Tappan, N. Y.



What do you look for when you buy Chicago radio? You begin, naturally, with blanket coverage and strong rating story. WMAQ's kind of coverage and ratings.

But then you look for the *added values* – the special individual ways in which a station can do a bigger job for advertisers. And WMAQ gives advertisers a greater sum of extra values than any other radio station in Chicago:

- More than 40 important awards during the past five years alone – vivid evidence of WMAQ's pre-eminent position in broadcasting and advertising.
- Program personalities of proven audience appeal in every category of popular programming.
- A first team of crack news reporters whose names are household words far beyond their own Middle West.
- A proud record of long-time sponsors who have been successfully selling their goods and services on WMAQ for as long as 19 years.
- A 30-year record of service to public and advertisers – the longest-established Chicago station.
- Finally, a management whose keynote is:

THE PAY-OFF IS AT THE POINT OF SALE

And the application:
the most complete and active merchandising service in all Chicago radio, featuring the spectacular "Chain Lightning" plan.*

By any accounting, WMAQ's sum of added values means money-in-the-bank for every WMAQ advertiser.

WMAQ

50,000 WATTS CLEAR CHANNEL

NBC RADIO IN CHICAGO
a service of RCA

REPRESENTED BY NBC SPOT SALES

*A service mark of NBC

DON'T "PICK BLIND" IN SHREVEPORT!

LOOK AT KWKH's HOOPERS!

Despite local competition from *six* other radio stations, Hoopers show that 50,000-watt KWKH is the BIG Shreveport favorite, *morning, afternoon and night*. And remember—Metropolitan Shreveport represents only about 15% of KWKH's coverage.

JAN.-FEB., 1954—SHARE OF AUDIENCE

TIME	KWKH	STATION B	STATION C	STATION D	STATION E
MON. thru FRI. 8:00 A.M. - 12:00 Noon	38.1	19.5	6.2	16.0	19.5
MON. thru FRI. 12:00 Noon - 6:00 P.M.	44.3	21.2	9.2	6.1	19.4
SUN. thru SAT. EVE. 6:00 P.M. - 10:30 P.M.	54.6		11.2	8.5	24.0

LOOK AT KWKH's SAMS AREA!

In addition to *local* preference, S.A.M.S. credits KWKH with coverage of 22.3% more daytime radio homes than the four other Shreveport stations *combined*. Cost-per-thousand-homes is actually 46.4% less than the *second* Shreveport station!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

March 14, 1955 Vol. 48, No. 11

ANOTHER TV FREEZE?

FCC staff wants vhf processing stopped for study of uhf problems, and FCC itself may act this week

THE top chiefs of the FCC staff last week recommended a vhf tv freeze.

The recommendation was made in order to maintain the status-quo in television until the Commission can make up its mind on what to do for uhf.

Most imminent action, it was apparent, is "selective" de-intermixture.

The freeze proposal, for no definite length of time, was made last Tuesday at a special Commission meeting, called hurriedly on twelve hours notice.

No action was taken, but the Commission is scheduled to meet again today (Monday) on this subject.

The last tv freeze went into effect Sept. 30, 1948, and lasted until July 11, 1952. It was originally expected to last "six to nine months."

The Commission also heard a motion by FCC Comr. Frieda B. Hennock that all tv be moved to the uhf region of the radio spectrum. Miss Hennock also proposed a 10-year transition period for existing vhf stations to move to permanent uhf assignments, during which time dual vhf-uhf operation would be permitted.

She Lacked a Second

Miss Hennock's motion failed for want of a second.

The staff recommendation suggested that the FCC cease processing all vhf applications for new stations or changes in facilities of existing stations—including those still in hearing status.

The recommendation was signed by Broadcast Bureau Chief Curtis B. Plummer, Chief Accountant William J. Norfleet and Chief Engineer Edward W. Allen Jr. It was "noted" by General Counsel Warren E. Baker.

The freeze would apply only to those vhf applications involving cities within 50 miles of a uhf community.

The radical proposal was part of a continuing look into the problems of uhf in which the FCC has been engaged ever since the Potter Committee hearings last year and more recently in attempting to answer the Senate Commerce Committee's request for comments on the Plotkin and Jones reports.

Move toward "selective" de-intermixture took another step forward at the Tuesday meeting when Economics Division Chief H. H. Goldin submitted a list of 22 intermixed vhf-uhf cities where there was at least one vhf available for de-intermixture in order to make the communities—all having a population of 100,000 or more—all uhf, or predominantly uhf.

The 22 cities were listed as:

Hartford, Conn., Fresno, Calif., Peoria, Ill., Madison, Wis., Evansville, Ind., Raleigh, N. C., Springfield, Ill., all of which have one vhf allocated and not yet granted.

New Orleans, Norfolk, Va., Toledo, Ohio, Knoxville, Tenn., Richmond, Va., Jacksonville, Fla., Sacramento, Calif., Chattanooga, Tenn., Mobile, Ala., Wichita, Kan., Charlotte, N. C., Beaumont-Port Arthur, Tex., Roanoke, Va., Orlando, Fla., and Corpus Christi, Tex., all of which have two vhf channels allocated, with one already assigned—except Corpus Christi where both vhf channels are still ungranted.

During the last year there have been nine petitions for de-intermixture. Seven of them have been denied. Three of these have petitions pending for reconsideration.

The nine cities, with the vhf channels involved, are:

Evansville, chs. 7 and 9; Peoria, ch. 8; Madison (Wis.), ch. 3; Hartford, ch. 3; Corpus Christi, chs. 6 and 10; Waco (Tex.), ch. 10; Raleigh-Durham (N. C.), chs. 5 and 11; Tyler (Tex.), ch. 7, and Schenectady (N. Y.), ch. 6.

No final action has been taken on the Corpus Christi and Schenectady requests. The Evansville, Peoria and Hartford petitioners have asked for reconsideration of the Commission's action in denying their proposals.

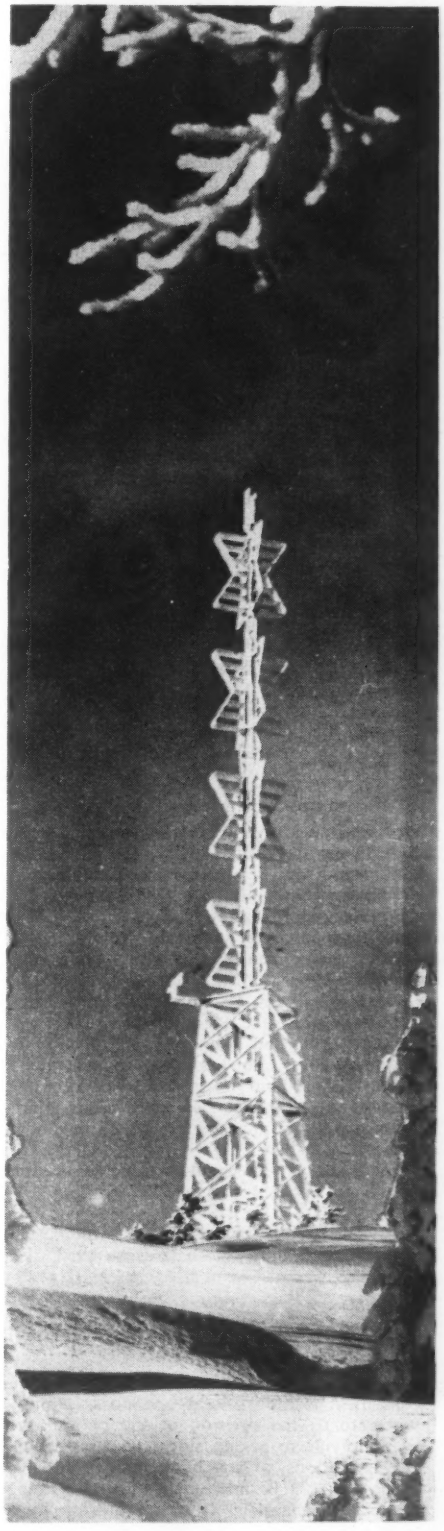
The freeze proposal — euphemistically referred to as a "chill" by Commission staffers—was drawn up March 4 for presentation to the Commission at the March 8 meeting. It was proposed, the staff said, "in order to maintain the status quo and to avoid aggravating the uhf situation, thereby preventing further deterioration of this service during the interim period when remedial action is under study."

The proposed freeze order would ban all FCC action on any application for a new vhf station where the principal city or the transmitter is located within 50 miles of another city where a uhf station has been authorized.

Hold Up Vhf Changes

It would also hold in abeyance any application from an existing vhf station asking for power boost, increase in antenna height or a move of antenna site toward the uhf community—where the principal city or the transmitter is located within 50 miles of another city where a uhf station has been authorized. The proposed notice also called attention to the fact that all other vhf applications would be acted upon on a case-by-case basis, but action would be withheld where a grant might be "inconsistent" with the purpose of the freeze.

All hearings involving vhf channels for cities within 50 miles of another community in which uhf stations have been assigned—or where the proposed transmitter of any applicant is within



50 miles of the uhf city—would be suspended.

There were as of the end of February, 55 vhf hearing cases, involving 146 vhf applicants.

As of that date, there were 17 new station applications pending, of which 10 involved vhf channels, and 36 facility changes applications pending, of which the majority were vhf stations.

For complete text of the freeze recommendation see below.

In its discussion of possible de-intermixture, the Commission was informed that there are 40 metropolitan areas with a population of 100,000 or more where one vhf and one or more uhf allocations had been assigned. In all but seven of these cities, the Commission was told, the vhf channel has already been granted.

The Commission also was told that there are 41 communities which have two vhf and one or more uhf channels. In 14 of these cities, one of the vhf channels has been granted. In one instance where the city has two vhf channels, neither has been granted.

This makes 22 cities where a vhf channel is still ungranted, the Economics Chief said.

Mr. Goldin also gave the following information:

One commercial vhf and one or more commercial uhf assignments allocated—In the first 100 markets, there are 18 in this category, with 13 having vhf on the air, two with vhf granted but not on the air and three with no vhf granted. In all markets having a popluation of 100,000 or more, there are 40 in this category, with 28 having the vhf on the air, five with the vhf granted and seven with the vhf still ungranted.

Two commercial vhf and one or more commercial uhf assignments allocated—In the first 100 markets, there are 31 in this category, with 14 having both vhf on the air, five having one vhf on the air and one vhf granted, none with both vhf granted but not on the air, 12 with only one vhf granted and none with no vhf granted. In all markets having a population of 100,000 or more, there are 41, with 21 having both vhfs on the air, five having one vhf on the air and the other vhf granted, none with both vhfs granted but not on the air, 14 with only one vhf granted and one with no vhf granted.

Three Approaches to Committee

At the same March 8 meeting, the staff submitted three approaches by which the FCC might answer the Senate Commerce Committee's call for comments on the points raised by the Plotkin and Jones reports.

One approach, the staff said, would be to answer all the points raised in both memoranda, including the desirability of the repeal of the 10% excise tax on all-channel receivers, de-intermixture, the need for a network investigation, etc. A second suggested approach was that the Commission acknowledge that it is studying the problem and report in detail what it planned to do when it had made up its mind. A third suggested approach was that the FCC tell the Senate committee what it intended to do regarding de-intermixture, including the proposal to institute a freeze on vhf applications.

The staff recommended that a combination of the first and third alternatives be used.

This also was passed over by the FCC pending further study.

In discussions within the staff and among commissioners, going back to shortly after the Potter hearings last spring, several moves were pointed to as having been initiated to alleviate the inferior position of uhf operators. Among these were (1) the revision of the tv multiple ownership rule to permit single owners to own seven tv stations, of which not more than five may be vhf; (2) permission to operate stations on allocated channels without requiring local originations (the quasi-satellite idea); (3) the proposal to permit small town tv grantees to operate with 100 w power and no minimum antenna height, and (4) the proposal to authorize subscription television.

Shortly after the Commission authorized the "satellite" operation of stations, initially for uhf channels only, it changed its thinking and made several grants to vhf operators for this kind of operation.

The multiple ownership rules were struck down only a few weeks ago by the District of Columbia Court of Appeals as being in conflict with the Communications Act provision that the Commission must hold a hearing when it cannot grant an application. The FCC is asking the Supreme Court for permission to appeal this decision.

Arguments to maintain the existing allocation plan run along the lines of refusing to take any action to worsen uhf stations' position, such as, it was learned, refusing to permit vhf channel "drop-ins," prohibiting power increases and antenna height boosts. The only possible move, it is agreed, is selective de-intermixture.

Others, both on the staff and on the Commission, hold that the present allocation plan should be junked and that a surgical revision of tv allocation be undertaken. This proposes, it is understood, to move all tv to the uhf band, or reallocate the entire country to eliminate all intermixture, or accomplish a general de-intermixture by reducing spacing and cutting back on vhf power and antenna heights.

At one point during the past few months the Commission staff termed the move of all tv to the uhf frequencies as "impractical," "unwise," likely to cause a disruption of tv service as to make the solution "unworkable."

Miss Hennock's belief in the efficacy of this violent cure for uhf's ills is no secret. She is known to have had this recommendation in mind for a long time and to have been readying it for submission to the Senate Commerce Committee [CLOSED CIRCUIT, Feb. 28].

The possibility of a move of all tv to the uhf band was first broached officially by then FCC Chairman A. Wayne Coy during the 1948-1952 freeze.

There is also a feeling among some commissioners and staff executives that the only way the network position in television can be properly explored is through a full-scale investigation. This would require a $100,000 appropriation from Congress, it is felt in some quarters. Most FCC executives doubt that the Commission has the power to regulate networks without legislation from Congress. It can be reported, however, that conversations have been held with the Dept. of Justice.

Suggestions in the Plotkin-Jones memoranda

HOW THE FREEZE PROPOSAL

HERE are texts of FCC staff proposals to freeze vhf pending study of the tv allocations situation.

March 4, 1955

INTER-OFFICE MEMORANDUM

FOR: Special Agenda (LIMITED DISTRIBUTION)

TO: The Commission

FROM: Chief, Broadcast Bureau; Chief Engineer; Chief Accountant

SUBJECT: Proposal for maintaining *status quo* of the uhf situation during the interim period when the Commission is considering possible remedial action.

RECOMMENDATION: For discussion

1. During the last discussion of the uhf situation by the Commission, it was noted that it would take some time for the Commission to consider possible steps to alleviate the uhf problem and to implement the steps the Commission decides to take in the matter. It was suggested, therefore, that it would be in order for the Commission to consider means for maintaining the *status quo* of the uhf situation during the interim period when the Commission is considering possible remedial action and during the time necessary to implement the steps the Commission determines to undertake. It was suggested that the staff prepare a draft of language which the Commission could issue, noting that it had adopted a policy of suspending action in certain areas in order to maintain the *status quo* and to avoid aggravating the uhf situation, thereby preventing further deterioration in this service during the interim period when remedial action is under study.

2. Attached hereto is a draft of a notice of the Commission's proposed policy in the television field geared to maintain a *status quo* with respect to the uhf situation. By the notice the Commission would announce that it was suspending certain vhf hearings and that it would take no action on applications for new stations and modifications for vhf channels in certain instances. This matter is presented to the Commission for discussion.

/s/ Curtis B. Plummer
Chief, Broadcast Bureau

/s/ Wm. J. Norfleet 3/7
Chief Accountant

/s/ E. W. Allen
Chief Engineer

NOTED:
/s/ Warren E. Baker
General Counsel
Attachment
HMSchulkind: HSCowperthwait:fis/
16604

INTERIM POLICY ON PROCESSING OF VHF TELEVISION APPLICATIONS

The Commission has viewed with some concern the status of the uhf television service. During hearings recently held by the Subcommittee on Communications of the Senate Committee on Interstate and Foreign Commerce, considerable testimony was adduced concerning the economic problems currently facing the uhf stations. Two reports recently prepared by special counsel to the Committee have served to point up the difficulties in this field. The problems in the uhf are exceedingly complex and need not be discussed here in detail. However, in brief, they stem from the inability of the uhf to meet vhf competition, primarily because of lesser coverage, lack of uhf sets, and insufficient or inadequate programming.

The Commission is concerned with the serious difficulties now facing the uhf stations in so far as they serve to obstruct the Commission in meeting its obligations under the

that intercity transmission charges for tv stations have been too big a burden for the smaller tv stations, particularly the uhf outlets, are doubted by Commission staffers. They pointed to the fact that intercity Bell System rates have been constant since 1948, while rates for TWX and interstate toll charges were permitted to be increased in 1953.

Also, proposals to permit tv stations in remote areas to build and operate their own intercity relays is calculated to give some relief, these staff members say. At the same time, they point to the action by AT&T two weeks ago in offering a cheaper, off-the-air interconnection for tv stations.

The Plotkin-Jones reports were initiated last summer, when Harry Plotkin, former FCC assistant general counsel, and Robert F. Jones, former FCC commissioner and previously Ohio congressman, were chosen to conduct a study of tv's problems, including the uhf plight and network regulation. Mr. Plotkin was chosen to represent at that time the Democratic minority; Mr. Jones by the then Republican chairman of the Senate Commerce Committee, Sen. John Bricker (R-Ohio). With the advent of the 84th Congress, Sen. Warren Magnuson (D-Wash.) became chairman of the committee and it was to him that both Mr. Plotkin and Mr. Jones reported their recommendations.

WAS BROACHED TO FCC

Communications Act to afford television service to all the people of the United States and to provide a fair, efficient and equitable distribution of television broadcast stations to the several states and communities. In endeavoring to meet these objectives, the Commission has attempted to provide one or more television services to all parts of the country and one or more stations in each community. However, in light of the present circumstances, the Commission has concluded that a study should be undertaken to determine whether the current rules and policies are, in fact, serving to promote these objectives. It is apparent, in this connection, that while this study is underway, additional vhf authorizations in uhf areas would only serve to aggravate the situation and would make more difficult any subsequent revisions in the rules and policies that might be necessary.

In view of the foregoing, the Commission has concluded that until further notice, requests for television authorizations on channels 2 through 13 will be considered in accordance with the following procedures:

1. *New Applications*
Applications pending before the Commission and those hereafter filed for permits to construct new television stations on channels 2 through 13 will not be acted upon by the Commission where the vhf transmitter *or* the principal community to be served is located within 50 miles of another community in which a uhf station has been authorized. (For purposes of the procedures established by this notice, where measurement is to be made to a city, measurement shall be made to the point described by the city coordinates set forth in the United States Department of Commerce publication entitled "Air Line Distances Between Cities in the United States", or if this publication does not specify such coordinates, the reference point shall be the point described by the coordinates of the main post office of the city involved.)

2. *Modifications*
Applications pending before the Commission and those hereafter filed for modification of existing authorizations for stations on channels 2 through 13 will not be acted upon by the Commission where the transmitter *or* the principal community to be served is located within 50 miles of another in which a uhf station has been authorized in those cases where the following action is requested:
a. Increase radiated power.
b. Increase effective antenna height.
c. Move antenna site in the direction of the uhf community.
Similarly, applications for vhf stations the transmitters of which are now located more than 50 miles from a community in which a uhf station has been authorized and which propose a transmitter move to a site within 50 miles of the uhf community, will not be acted upon by the Commission. All other applications and requests will be considered on a case-to-case basis, and action thereon will be withheld where it appears that a grant would be inconsistent with the purpose of this notice.

3. *Hearing Cases*
All hearings involving any application for channels 2 through 13 in which final decisions have not yet been issued and where the principal communties to be served *or* the transmitter sites specified of any of the applications are within 50 miles of another community in which a uhf station has been authorized are suspended until further notice.

P&G'S $36 MILLION HEADS '54 NETWORK TIMEBUYING

Radio-tv networks best customer repeats its 1953 leadership. Second highest in combined radio-tv network gross billings was Colgate-Palmolive Co. with nearly $19 million.

TOP user of time on the nationwide tv and radio networks last year was Procter & Gamble Co., purchaser of more than $36 million worth of network time (at gross rates, before discounts).

P & G also was the networks' best customer in 1953, when it spent more than $29 million. Estimates based on Publishers Information Bureau's compilations on radio-tv network gross billings place the soap firm's 1954 network total about 24% ahead of 1953.

In addition, P & G:

• Spent nearly twice as much as the second-ranking network advertiser, Colgate-Palmolive Co. (with nearly $19 million).

• Ran 68% ahead of the first half of 1953 in its advertising expenditures for space in magazines and Sunday newspaper supplements as well as for broadcast network time during the opening six months of 1954, as reported by Leading National Advertisers Inc. in a half-year compilation based on PIB figures.

Combining P & G and Colgate-Palmolive Co. network billings, the two soap manufacturers racked up $54,944,376 for the year in radio-tv network time, compared with $45,-901,158, a year before, or an increase of nearly 20% in combined gross billings.

A third soap maker in the combined top ten —Lever Bros.— spent $11,685,803, or approximately 10% more in 1954 for network time than it did in 1953.

In general, the combined top ten lineup for last year was similar in makeup to that of 1953, except that the number of tobacco firms was reduced from three to two (Liggett & Myers Tobacco Co. dropped out of the 1954 top ten list) and auto firms increased from one to two (Chrysler Corp. has joined General Motors in the listing).

Gillette Co. marked the year by rising a

TOP TEN RADIO-TV NETWORK CLIENTS IN 1954

1.	Procter & Gamble Co.	$36,040,869
2.	Colgate-Palmolive Co.	18,903,507
3.	Gillette Co.	17,102,830
4.	R. J. Reynolds Tobacco Co.	13,599,868
5.	General Foods Corp.	13,028,696
6.	General Motors Corp.	12,085,931
7.	Lever Brothers	11,685,803
8.	General Mills	11,355,087
9.	American Tobacco Co.	11,011,769
10.	Chrysler Corp.	10,688,167

TOP TEN RADIO NETWORK CLIENTS IN 1954

1.	Procter & Gamble Co.	$12,339,668
2.	Miles Labs	6,172,592
3.	Gillette Co.	5,562,378
4.	Colgate-Palmolive Co.	4,813,770
5.	Lever Brothers	4,471,376
6.	General Motors Co.	3,780,932
7.	General Mills	3,724,388
8.	Sterling Drug Co.	3,518,756
9.	American Home Products Corp.	3,474,699
10.	P. Lorillard Co.	3,300,830

TOP TEN TV NETWORK CLIENTS IN 1954

1.	Procter & Gamble Co.	$23,701,228
2.	Colgate-Palmolive Co.	14,089,737
3.	R. J. Reynolds Tobacco Co.	11,828,928
4.	Gillette Co.	11,540,452
5.	General Foods Corp.	9,728,567
6.	American Tobacco Co.	9,485,152
7.	Chrysler Corp.	8,820,955
8.	General Motors Corp.	8,304,999
9.	General Mills	7,630,699
10.	Lever Brothers	7,214,427

TOP TEN RADIO NETWORK ADVERTISERS DURING DECEMBER 1954

1.	Procter & Gamble Co.	$925,827
2.	General Motors Co.	547,723
3.	Gillette Co.	496,666
4.	Miles Labs	420,890
5.	Lever Brothers	394,118
6.	General Mills Inc.	359,481
7.	American Home Products Co.	344,809
8.	Colgate-Palmolive Co.	331,621
9.	P. Lorillard Co.	270,114
10.	Liggett & Myers Tobacco Co.	263,753

TOP TEN TV NETWORK ADVERTISERS DURING DECEMBER 1954

1.	Procter & Gamble Co.	$2,228,391
2.	Colgate-Palmolive Co.	1,483,972
3.	Gillette Co.	1,321,737
4.	General Motors Co.	1,242,722
5.	Chrysler Corp.	1,155,565
6.	R. J. Reynolds Tobacco Co.	1,150,052
7.	General Foods Corp.	996,987
8.	American Tobacco Co.	818,590
9.	Lever Brothers	768,103
10.	Liggett & Myers Tobacco Co.	754,157

notch, from fourth to third place, with an increase of nearly $5 million for radio-tv network time. Two food companies—General Foods and General Mills—repeated their leadership by hitting the combined top 10 listing.

Each of the advertisers in the combined top ten, who placed also in 1953, spent more last year, except for General Foods which purchased about the same amount.

The same 10 leading network advertisers in the combined listing also were 1954's top spenders in network tv. In radio, six of the combined leaders placed in the top 10. The four radio leaders, which neither placed in tv's top 10 nor in the combined top 10, were Miles Labs, Sterling Drug, American Home Products and P. Lorillard Co.

In other tables printed on these pages, December 1954 leading network advertisers in radio and in tv are presented. In comparison with the preceding December, the radio listing added General Motors, General Mills and P. Lorillard Co., dropping Sterling Drug, Swift & Co. and General Foods. In tv, Chrysler Corp. and Lever Bros. displaced General Electric Co. and General Mills.

* * *

NETWORKS JANUARY GROSS UP 15.6%

COMBINED gross time sales of the nationwide tv and radio networks in January totaled $44,313,455, a gain of 15.6% over the January 1954 total of $38,342,074, according to computations of Publishers Information Bureau.

The four radio networks continued their downward trend, each reporting lower gross billings in January of this year than the same month a year ago, for a combined loss of 18.8%. This was more than offset by the increased billings of the tv networks, three of the four showing substantial gains from last year to this, with a combined increase of 33.8%.

PIB tabulation follows:

	January 1955	January 1954
NETWORK RADIO		
ABC	$ 2,487,140*	$ 2,830,654
CBS	4,181,305	5,166,174
MBS	1,372,532	1,896,925
NBC	2,744,204	3,391,873
Total	$10,785,181	$13,285,626
NETWORK TELEVISION		
ABC	$ 3,718,195	$ 2,780,574
CBS	15,848,607	10,713,329
DuM	723,960	1,445,608
NBC	13,237,512	10,116,937
Total	$33,528,274	$25,056,448

* In order to maintain continuity and comparability with previously published data, an adjustment factor of 1.817 has been used by PIB in calculating gross network radio time charges for those nighttime network radio programs where ABC Rate Card No. 6 was in effect.

GROSS RADIO NETWORK TIME SALES BY PRODUCT GROUPS FOR DECEMBER AND FULL YEAR 1954 COMPARED TO 1953

	December 1954	Full Year 1954	December 1953	Full Year 1953
Agriculture & Farming	$ 41,905	$ 769,898	$ 92,188	$ 1,185,824
Apparel, Footwear & Access.	22,334	489,485	109,955	1,222,782
Automotive, Auto Access. & Equip.	857,174	9,632,928	895,699	8,025,398
Beer, Wine & Liquor	139,114	2,955,109	205,702	1,895,798
Bldg. Materials, Equip. & Supplies	92,145	1,604,902	136,024	1,557,965
Confectionery & Soft Drinks	207,152	2,644,874	215,901	3,012,255
Consumer Services	72,752	1,273,821	223,793	2,392,750
Drugs & Remedies	1,264,611	17,088,632	1,894,643	21,125,242
Entertainment & Amusements	....	767	....	8,936
Food & Food Products	2,273,389	28,769,613	3,040,095	35,125,576
Gasoline, Lubricants & Other Fuels	398,724	5,113,576	539,273	4,960,230
Horticulture	....	124,643	....	107,324
Household Equip. & Supplies	284,672	3,622,739	374,850	6,494,710
Household Furnishings	....	224,901	15,846	1,651,862
Industrial Materials	....	393,067	76,053	994,342
Insurance	272,904	2,386,501	205,721	2,242,145
Jewelry, Optical Goods & Cameras	225,033	1,640,298	143,176	1,112,890
Office Equip., Stationery & Writing Supplies	122,555	1,274,028	104,440	701,139
Political	....	181,963	....	779
Publishing & Media	50,269	632,333	47,317	297,075
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	157,644	1,972,736	268,268	2,488,712
Retail Stores & Direct by Mail	....	37,700	1,236	15,759
Smoking Materials	1,022,805	10,779,104	1,481,537	15,890,407
Soaps, Cleansers & Polishes	1,253,760	14,882,976	1,353,228	15,007,937
Sporting Goods & Toys	228,782	376,724	44,015	129,380
Toiletries & Toilet Goods	1,227,805	18,160,362	2,039,982	26,028,032
Transportation	140,137	1,152,481	63,228	823,111
Miscellaneous	831,561	9,455,008	612,612	6,036,184
TOTALS	$ 11,187,227	$137,641,169	$ 14,184,782	$160,534,544

Source: Publishers Information Bureau.

* * *

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS FOR DECEMBER AND FULL YEAR 1954 COMPARED TO 1953

	December 1954	Full Year 1954	December 1953	Full Year 1953
Agriculture & Farming	....	$ 141,250	....	$ 4,303
Apparel, Footwear & Access.	$ 284,506	3,235,718	$ 323,833	2,832,399
Automotive, Auto Equip. & Access.	3,387,602	29,203,750	2,147,125	21,059,028
Beer, Wine & Liquor	769,448	6,980,809	845,924	5,727,087
Bldg. Materials, Equip. & Fixtures	4,118	1,121,774	61,430	332,577
Confectionery & Soft Drinks	763,403	6,179,307	620,667	5,609,749
Consumer Services	103,909	1,297,433	52,974	603,091
Drugs & Remedies	1,999,614	15,848,666	1,187,615	9,640,633
Entertainment & Amusements	....	16,210	....	11,428
Food & Food Products	6,689,648	64,495,785	4,693,463	42,181,919
Gasoline, Lubricants & Other Fuels	544,980	3,988,141	229,422	2,861,330
Horticulture	....	23,406	....	6,113
Household Equip. & Supplies	2,755,701	26,403,009	2,476,441	19,946,095
Household Furnishings	364,150	4,031,046	314,068	2,937,573
Industrial Materials	691,743	6,600,320	500,334	4,370,238
Insurance	233,208	1,765,272	135,894	1,451,891
Jewelry, Optical Goods & Cameras	553,651	3,178,091	453,291	3,154,011
Office Equip., Stationery & Writing Supplies	748,767	5,556,031	371,126	1,878,081
Political	....	323,986	....	5,790
Publishing & Media	20,940	217,393	....	245,227
Radio, Tv Sets, Phonographs, Musical Instruments & Access.	787,921	8,595,186	652,302	4,324,913
Retail Stores & Direct by Mail	....	42,345	....	23,185
Smoking Materials	3,928,697	42,727,939	3,545,762	36,060,199
Soaps, Cleansers & Polishes	3,295,545	34,606,678	2,305,978	22,907,419
Sporting Goods & Toys	30,423	120,645	94,446	193,847
Toiletries & Toilet Goods	5,357,306	49,962,588	3,370,944	36,338,809
Transportation	37,140	839,270	90,969	583,668
Miscellaneous	207,920	2,652,226	207,799	2,294,961
TOTALS	$ 33,560,340	$320,154,274	$ 24,681,607	$227,585,656

Source: Publishers Information Bureau.

* * *

LEADING RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS FOR DECEMBER 1954

Agriculture & Farming		Allis-Chalmers Mfg. Co.	$ 34,763
Apparel, Footwear & Access.		Exquisite Form Brassiere Inc.	22,334
Automotive, Auto Access. & Equip.		General Motors Corp.	478,819
Beer, Wine & Liquor		Anheuser-Busch Inc.	133,717
Bldg. Materials, Equip. & Fixtures		Johns-Manville Corp.	83,088
Confectionery & Soft Drinks		William Wrigley Jr. Co.	124,586
Consumer Services		American Telephone & Telegraph Co.	62,644
Drugs & Remedies		Miles Labs	420,890
Food & Food Products		General Mills Inc.	352,339
Gasoline, Lubricants & Other Fuels		Standard Oil Co. of Indiana	110,133
Household Equip. & Supplies		Philco Corp.	87,467
Insurance		Prudential Insurance Co. of America	76,296
Jewelry, Optical Goods & Cameras		Longines-Wittnauer Watch Co.	179,056
Office Equipment, Stationery & Writing Supplies		Minnesota Mining & Mfg. Co.	68,904
Publishing & Media		Curtis Publishing Co.	29,529
Radios, Tv Sets, Phonographs, Musical Instruments & Access.		RCA	68,715
Smoking Materials		P. Lorillard Co.	270,114
Soaps, Cleansers & Polishes		Procter & Gamble Co.	670,116
Sporting Goods & Toys		Giant Animal Co.	120,005
Toiletries & Toilet Goods		Gillette Co.	496,666
Transportation		Aero Mayflower Transit Co.	132,096
Miscellaneous		CIO	117,769

LEADING TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR DECEMBER 1954

Apparel, Footwear & Access.		Knomark Mfg. Co.	$ 81,085
Automotive, Auto Equip. & Access.		Chrysler Corp.	1,155,565
Beer, Wine & Liquor		Pabst Brewing Co.	226,128
Bldg. Materials, Equip. & Fixtures		Glidden Co.	4,118
Confectionery & Soft Drinks		The Coca-Cola Co.	289,380
Consumer Services		Western Union Telegraph Co.	65,314
Drugs & Remedies		American Home Products Corp.	637,055
Food & Food Products		General Foods Corp.	996,987
Gasoline, Lubricants & Other Fuels		Gulf Oil Corp.	179,205
Household Equip. & Supplies		General Electric Co.	614,742
Household Furnishings		Armstrong Cork Co.	141,720
Industrial Materials		Reynolds Metals Co.	242,055
Insurance		Mutual Benefit Health & Accident Assn.	118,000
Jewelry, Optical Goods & Cameras		Speidel Corp.	173,324
Office Equip., Stationery & Writing Supplies		Hallmark Cards Inc.	206,930
Publishing & Media		Curtis Publishing Co.	20,940
Radios, Tv Sets, Phonographs, Musical Instruments & Access.		Philco Corp.	237,475
Smoking Materials		R. J. Reynolds Tobacco	1,150,052
Soaps, Cleansers & Polishes		Procter & Gamble Co.	1,977,888
Sporting Goods & Toys		Parker Brothers Inc.	17,664
Toiletries & Toilet Goods		Gillette Co.	1,321,737
Transportation		Pan American World Airways Inc.	37,140
Miscellaneous		Quaker Oats Co.	75,698

MICHIGAN'S SARAN WRAP GOES NATIONAL

Good Michigan raw materials have been transformed by The Dow Chemical Company's *product research* and marketing ability into a new "best seller" in grocery stores — fabulous Saran Wrap! Dow makes 600 other chemical products, employs thousands of Michigan citizens.

First a "bubble" — then a film — then Saran Wrap!

Saran Wrap preserves food flavor and freshness!

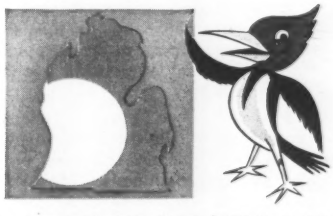
WOODland-TV is big territory!

Dow's rapid growth to a position of prominence in the chemical industry, has stimulated the growth of Western Michigan as a whole. Dow . . . and other nationally famous companies throughout WOODland-TV . . . have made this a *big* market, in every sense of the word.

WOOD-TV's constantly expanding facilities are the natural outcome of this sound area development. First station in the country to deliver 316,000 watts from a tower 1000′ above average terrain, WOOD-TV gives you all the important communities like Midland, Muskegon, Battle Creek, Lansing and Kalamazoo — plus the primary trading center of Grand Rapids. For top coverage of this rich Western Michigan market, schedule WOOD-TV, Grand Rapids' *only* television station!

WOOD-TV

GRAND RAPIDS, MICHIGAN



GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, DuMONT, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND. • WFDF, FLINT, MICH., WEOA, EVANSVILLE, IND. • WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

STATIONS PROTEST NSI DATA, CLAIM RADIO IS SABOTAGED

Low ratings shown by Nielsen Station Index reports on Los Angeles and Philadelphia listening bring widespread criticism from radio stations, which may seek the aid of RAB and SRA.

CHARGES that radio is being short-changed almost to oblivion by A. C. Nielsen Co.'s first two Nielsen Station Index (NSI) reports resounded on both coasts last week.

In the spreading complaints against the two studies, which cover radio-tune-in in the Philadelphia and Los Angeles areas, there were indications that at least some of the critics will ask both Radio Advertising Bureau and Station Representatives Assn. to lend a hand in the controversy.

Chief fault attributed to the Philadelphia and Los Angeles reports—a fault which some station spokesmen contended could be damaging if not deadly to the whole medium—was that they give radio substantially skimpier audiences than any other measurement service operating in either city.

Several station spokesmen estimated independently that on the average the audiences shown in the two NSI reports were approximately one-half the size of those reported by The Pulse Inc. On the other hand, these objectors maintained, Nielsen figures on daytime tv audiences are substantially more than those of any other service.

The Nielsen company's position, as outlined by an executive when informed the initial reports were drawing fire, was that Nielsen and the other services "are not measuring the same things and are not measuring them in the same way"; that NSI measures listening over an eight-week period and provides data on cumulative listening which often shows audiences far larger than the rating for a single quarter-hour would indicate; that the Nielsen measurements are "automatic," via the Audimeters and Recordimeters and Audilogs (special diaries), as opposed to "measurement by recollection."

Draw Complaints

Additionally, the Nielsen spokesman observed, there is a strong tendency for stations to complain whenever measurements fail to show them in favorable positions. He pointed out, too, that not all stations in Philadelphia and Los Angeles were complaining about the NSI reports even though they did not necessarily show up best—a fact which even critics of the studies acknowledged.

The reference to Audimeters revived an old controversy, opponents having long contended that the number employed in the Nielsen measurements is inadequate for accurate projection. Nielsen, on the other hand, maintains that its sample is entirely adequate and in this the company has had the support of its complete acceptance by network and advertising agency market research executives.

Among the NSI critics the "too few" charge was quickly raised again. In the Los Angeles study, it was said, the Nielsen company used 61 Audimeters and approximately 220 Audilogs to get the listening habits of around two million homes. In Philadelphia the number was placed at 35 to 40 Audimeters and 212 diaries to gauge the habits of some 1.2 million homes.

Nor was the criticism of the Philadelphia reports confined to people directly identified with stations involved. One industry executive said he had been told by an outspoken critic that, based on these two reports, it appeared that "Nielsen is researching radio right out of business." Another said that at the end of a radio presentation to an agency, one of the agency officials said, "It looks fine—but have you seen the new NSI reports?"

(In addition to the Philadelphia and Los Angeles NSIs, which cover November-December 1954 periods, the Nielsen company last week issued two others, one for Boston and one for San Francisco, but details of those had not become generally known.)

At least one critic made an analysis, quarter-hour by quarter-hour, of the NSI findings of percentage of home tune-in in Los Angeles as compared to Pulse findings there. This showed that, for Monday-Friday, in the 6 a.m. to noon period, total radio audiences as reported by Nielsen ranged from 20 to 60% below those shown by Pulse; between noon and 6 p.m., 23 to 57% below Pulse, and from 6 p.m. to midnight Nielsen reported audience figures from 0.5 to 70.6% less than Pulse.

In only five quarter-hour periods of the week, according to this analysis, did Nielsen figures give Los Angeles radio a larger audience than Pulse. These were the five consecutive quarter-hours from 8:45 to 10 a.m. on Sunday; in these the Nielsen-audience superiority ranged from 3.2 to 20.7%.

Great Deviation

Greatest deviation between the NSI and Pulse reports was in the 6:30-6:45 a.m. Sunday period, where the audience reported by Nielsen was 84.8% less than recorded by Pulse.

While the principal criticism aimed at the NSI studies was that they "under-cut" the size of radio audiences generally, several specific points in the two reports were singled out for criticism. These included:

- Largest (36%) age group in the audience of a morning program giving stock market reports consisted of children between 4 and 11 years of age. (Nielsen spokesmen noted the program broadcast at 8-8:15 a.m. consisted of both news and stock reports; was preceded and followed by musical programs, and that while it was true that approximately one-third of the audience consisted of children, it was conversely true that approximately two-thirds were not childen.)

- The Los Angeles NSI showed no measurable listening (that is, the number of homes tuned in was below NSI minimum reporting standards) in the Sunday 6:15-6:30 a.m. period, although 7,200 homes were listed as having sets in use during the preceding quarter-hour and 10,800 homes with sets in use during the 15 minutes following.

- At least one prominent station was shown as having no measurable audience at noon on Sunday. Another station was credited with none for an 11 p.m. newscast. At least four stations in Los Angeles and two in Philadelphia were given blanks in a 6-6:15 p.m. period.

- At 11:45 p.m. to midnight on two nights in Los Angeles, only one station was credited with an audience large enough to meet NSI minimum reporting standards, while from 11:15 p.m. to midnight on one night in Philadelphia only one station had a reportable audience in each 15-minute period.

A similar divergence between Pulse and NSI data appears in Boston. The two sets of audience figures are fairly close during the morning hours—a 24 Pulse to a 21.2 NSI at 11 a.m. is typical—but as the day goes on the gap widens. At 1 p.m. a 22 Pulse is matched by a 12.7 Nielsen; at 2 p.m. the figures are Pulse 21.5, Nielsen 11.9; at 3 p.m. it's Pulse 22.4, Nielsen 12.6, at 6 p.m. it's 24 to 19, and at 8 p.m. Pulse reports a 19.4 audience while Nielsen finds only 8.2.

The reactions of those challenging the NSI reports were such that it appeared almost certain they would seek to enlist the aid of RAB and SRA. Just what position those organizations would take, assuming they do get such requests, could not be ascertained immediately.

PM Gives Up 'Lucy' To General Foods

Cigarette firm will substitute 'intensive tv spot campaign' plus use of other media, including radio.

A MAJOR shift in Philip Morris Co's tv alignment was disclosed last week.

Effective June 27, the tobacco firm will terminate a four-year association with the highly-rated *I Love Lucy* program on CBS-TV and General Foods will pick up as PM's successor as alternating sponsor with Procter & Gamble Co.

The Monday 9-9:30 p.m. EST period was occupied until last last year by Philip Morris as the sole sponsor. Thereafter it was shared on an alternating week basis with Procter & Gamble after the signing of a two-year contract by P&G and Philip Morris with stars Desi Arnaz and Lucille Ball at a price reported above $8 million [B•T, Dec. 27, 1954].

General Foods' alternating sponsorship, it was understood, entailed that company assuming the remainder of Philip Morris' contract, which was understood to contain customary 13-week options. Its agency is Young & Rubicam

The General Foods contract includes summer sponsorship of a film show to be produced by Desilu Productions and starting on CBS-TV in July. Consequently, General Foods' sponsorship of the regular *Lucy* series will not start until next fall.

Philip Morris, however, said that while it was dropping *Lucy* next June, its plans call for an "intensive tv spot campaign" soon to be launched as part of a new major advertising effort.

That campaign, to begin April 1, will make use of Sunday supplements, magazines as well as maintenance of radio and tv schedules.

Philip Morris also said that its sponsorship of *Public Defender* on CBS-TV and *My Little Margie* on CBS Radio, as well as participation in *Tennessee Ernie* on CBS Radio, will be continued. Agency for PM is Biow-Beirn-Toigo which the tobacco firm noted is working with its sales and merchandising departments in preparing "comprehensive, new promotion plans."

As explained by Roger Greene, PM's advertising director, the termination of the *Lucy* contract "will enable Philip Morris to utilize its advertising dollars with greater flexibility and with greater balance between the various media."

THE "EMMY"

THAT WASN'T AWARDED

We are delighted, of course, that six major "Emmies" were awarded last Monday night to shows and stars appearing on ABC-TV.

What delights us even more is the caliber of all network award winners. It seems to us that the recognition of every one of them was well earned and thoroughly deserved.

But if we had an "Emmy" of our own to present, it would go to television for its exciting progress in the last year . . . in bold concept, in creative programing, in imaginative production, and for the artistry of its many wonderful performers.

Our sincere thanks to the Academy of Television Arts and Sciences for our "Emmies"

Best News Reporter or News Commentator: John Daly
Best Actor Starring in a Regular Series: Danny Thomas *(Make Room for Daddy)*
Best Variety Series, Including Musical Variety: *Disneyland*
Best Situation Comedy Series: *Make Room for Daddy*
Best Dramatic Series: *United States Steel Hour*
Best Individual Program of the Year: "Operation Undersea" *Disneyland*

Our warm congratulations to CBS and NBC for their "Emmies"

Best Cultural, Religious or Educational Program: *Omnibus;* Best Children's Program: *Lassie;* Best Daytime Program: Art Linkletter's *House Party;* Best Actor in a Single Performance: Robert Cummings ("Twelve Angry Men" on *Studio One*); Best Male Singer: Perry Como; Best Supporting Actor in a Regular Series: Art Carney *(The Jackie Gleason Show);* Best Supporting Actress in a Regular Series: Audrey Meadows *(The Jackie Gleason Show).*

Television's Outstanding New Personality: George Gobel; Best Sports Program: *Gillette Cavalcade of Sports;* Best Guest, Audience Participation or Panel Program: *This Is Your Life;* Best Actress in a Single Performance: Judith Anderson ("Macbeth" on *Hallmark Playhouse*); Best Female Singer: Dinah Shore; Best Actress Starring in a Regular Series: Loretta Young; Best Mystery or Intrigue Series: *Dragnet.*

ABC TELEVISION NETWORK

SPRING SPOT BUYING INTENSIFIES WITH MORE CAMPAIGNS BEING SET UP

Among many drives being set up are those for Tintex, Anacin and C-P's new toothpaste, Brisk.

THE SPRING flood of spots is beginning in earnest this week with Park & Tilford, for Tintex, starting a radio schedule in 300 markets to lead the heavy seasonal flow that saw nearly a dozen other advertisers readying spot campaigns.

Joining Park & Tilford in placing early spring national spot orders were: Colgate-Palmolive Co. (Brisk), Anacin, Crucible Steel Co., Tasty Baking Co., Camel cigarettes, Standard Brands (Blue Bonnet margarine), Armstrong Tire & Rubber, Hawley & Hoops, Colgate-Palmolive Co. (Kan-Kil), General Foods' Post Cereals and Gunther Brewing Co.

Tintex on 300 Stations

Park & Tilford (Tintex), New York, effective on various dates depending on the market, will run its spot schedule on 300 radio stations starting in mid-March and extending until June. In addition, the firm has bought sponsorship of a five-minute, three-times weekly show on ABC Radio, *Bess Myerson's Almanac*, 3:25-3:30 p.m., Mondays, Wednesdays and Fridays. The show is directed at women audiences. Storm & Klein, New York, is the agency for Tintex, which annually places a spring and fall radio campaign.

Colgate-Palmolive's newest product—a toothpaste called Brisk—which may be Colgate's answer to Procter & Gamble's Gleam and Crest, has started a tv spot campaign in three cities: Omaha, Louisville and Richmond.

Whitehall Pharmacal Co.'s Anacin, through its agency John F. Murray Inc., New York, is currently renewing all of its spot on about 400 radio stations, effective March 31, to run for another 26 weeks.

Crucible Steel Co., is preparing a radio spot campaign for 52 weeks in a half dozen markets to start within the next 30 days. G. M. Basford, New York, is the agency.

Tasty Baking Co., will co-sponsor the radio and tv coverage of the Philadelphia Phillies during the 1955 baseball season through N. W. Ayer & Son, Philadelphia.

The company has contracted for a one-third segment of every other game broadcast and telecast on 18 radio stations and two television stations.

Camel cigarettes, through William Esty Co., New York, is placing five one-minute weekly, daytime spots in several Negro markets, starting March 31.

Standard Brands, New York (Blue Bonnet margarine), has placed a radio spot campaign in 10 markets, effective March 2, for 13 weeks. Ted Bates Inc., New York, is the agency.

Armstrong Tire & Rubber Co., West Haven, Conn. (Armstrong tires), will use a spot announcement campaign similar to last year's in 60 television markets and about 12 scattered radio markets, starting April 15. Contracts run 13 or 26 weeks.

Hawley & Hoops, Newark, N. J. (M & M candies), through Ted Bates Inc., New York, is increasing its tv spot coverage by adding approximately 25 stations to its current list.

Colgate-Palmolive Co., New York (Kan-Kil, bug killer), through Street & Finney, New York, will use 98 radio stations starting April 11, for 22 weeks. In addition nearly 50 television markets will be used starting in May or June.

General Foods, New York (Post Cereals division), will launch a television spot announcement campaign in mid-April in about 12 to 14 markets in the Central time zone. Contracts, placed through Benton & Bowles, New York, are for indefinite periods.

Gunther Brewing Co., which will introduce its first label change since shortly after repeal of prohibition, has launched a radio and television campaign.

The tv campaign will be carried on Gunther's two daily news programs and five weekly half-hour programs on Baltimore's three stations. In Washington, D. C., the brewery will sponsor a daily sports show, one thrice-weekly news show, Monday night fights and a dramtic show. Seven more tv stations in five cities in the marketing area will carry tv spots. The radio spots will be heard in markets in addition to Washington. Charles Mathieu & Co., New York, is the agency for Gunther.

$228 Million Spent Selling Autos in '54

AN ESTIMATED $228 million, amounting to $41.21 per new car sold, was spent on advertising during 1954 by the nation's new car dealers, the National Automobile Dealers Assn. announced last Friday. The association represents 40,000 franchised new car dealers —about 90% of such dealers in the U. S.

The advertising expenditure was for radio, tv and other media and was exclusive of dealer outlays for factory cooperative advertising on national tv programs, newspapers, etc. The average dealer advertising budget in 1954 was $5,478.

Plans for 1955 were outlined at a luncheon meeting in Washington earlier in the week by Rear Admiral Frederick J. Bell, USN (Ret.), executive vice president of the association. He distributed a copy of the recently-adopted NADA code of ethics. One of the items in the code requires member dealers to advertise accurately.

An NADA spokesman later said the association has received complaints from a number of dealers asserting that the "wheel 'em, deal 'em" type of advertising employed by certain car dealers was making it difficult for them to advertise honestly.

No Zone = Delay

COSTLY delay in mail service, brought about by omission of postal zone numbers in business correspondence, is being pointed out to stations, advertisers, agencies and allied fields by James H. S. Ellis, president of Kudner Agency. Mr. Ellis, who also serves on the advisory board for the Post Office Dept. [OPEN MIKE, Feb. 21], suggests that zone numbers be supplied in submitting listings for industry directories, in printing letterheads and billheads and on any other occasion when the company's address is listed.

'$64,000 Question' Bought By Revlon From Cowan Inc.

REVLON Products Corp., New York, currently co-sponsoring *Danger* and *Public Defender*, both on CBS-TV, has bought a new package, a half-hour network program, *The $64,000 Question*, from Louis G. Cowan Inc., New York, through William H. Weintraub Inc.

Mr. Cowan bought the tv rights to the program, which is similar to the radio show *Take It or Leave It*, from Milton Biow, head of

(A&A continues on page 51)

FANCY GREETING was afforded Ruth Jones (2d r) and John Eagan (r) of Compton Adv., New York, when they went to Birmingham, Ala., to study the market and WBRC-TV there. Upon their arrival at Birmingham's Municipal Airport they were met by a welcoming party which included photographers and newsmen. J. Robert Kerns (2d l), WBRC-TV vice president-managing director, and his wife greet the visitors as Harry Lawson, WBRC-TV technician, looks on. Miss Jones and Mr. Eagan also were greeted at their hotels with mass displays of Procter & Gamble products. They spent two days in Birmingham, Miss Jones studying the market in regards to tv and Mr. Eagan viewing various WBRC-TV shows and studying production methods.

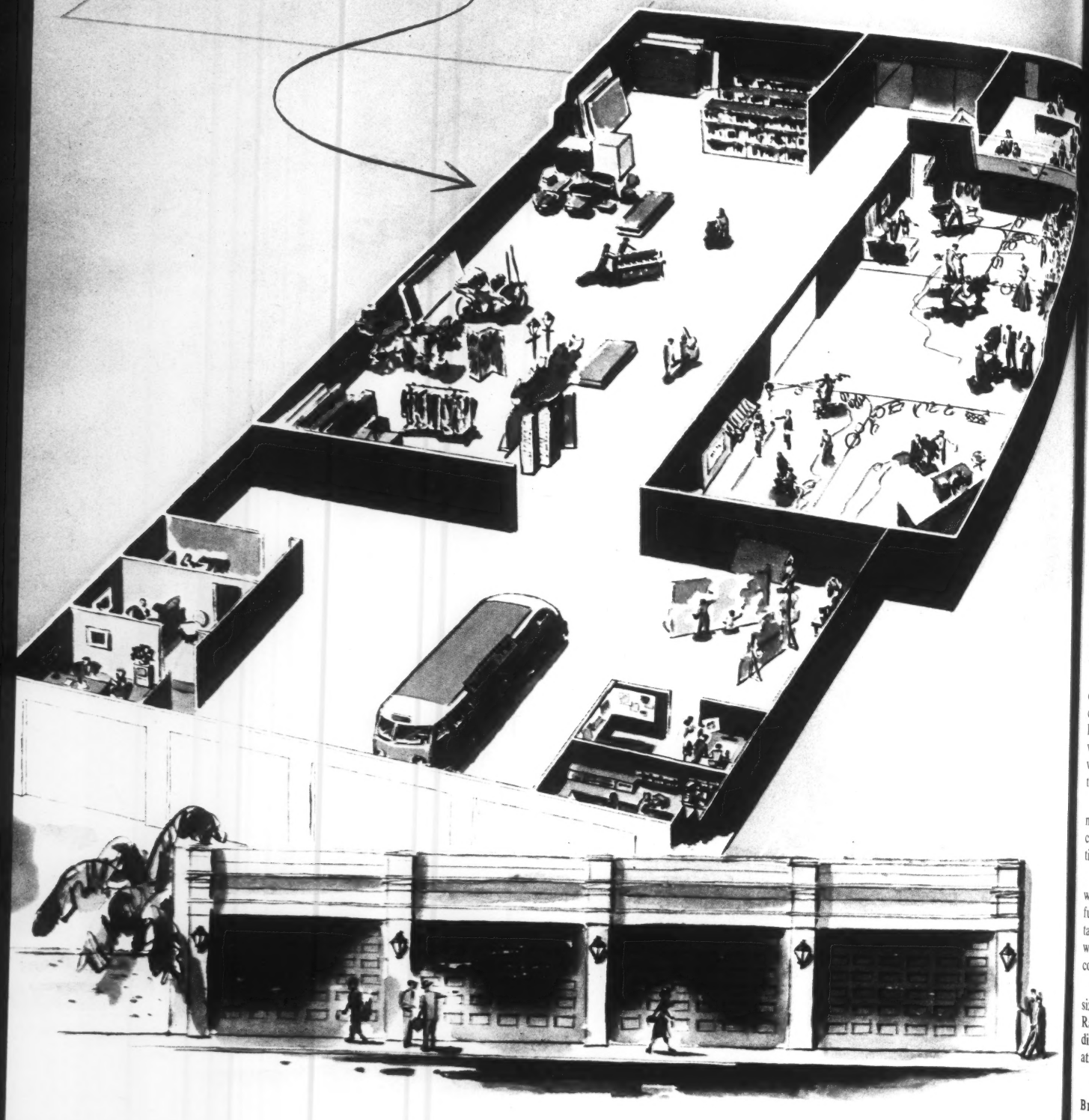
Presenting in New Orleans . . .

Complete studios exclusively for color telecasting

WDSU-TV Channel 6

Located immediately adjacent to our main studios

12,000 additional square feet for **COLOR** telecasting



STRINGERS: WBZ-TV'S SECRET TO NEWS SUCCESS

HOW A PRIZE-WINNING OPERATION GETS THAT WAY

By F. E. (Dinny) Whitmarsh
News Director, WBZ-TV Boston

PEOPLE in the news business are not noted for their modesty. I'm certainly not. And when the Radio & Television News Directors Assn. gave us their 1954 trophy for outstanding news coverage—the highest award of its kind in television—nobody was less surprised than I was.

Pleased? Certainly. But not surprised. I firmly believe we have the finest television news setup in the country, with the exception of the networks. I would believe it even if we hadn't received that trophy. Our station news staff is small but, so far as we know, we have the largest group of independent correspondents anywhere. We cover five New England states with 16mm motion picture film from 34 stringers and a staff cameraman, in addition to three regular newsreel photographers who work the area for the news services to which we subscribe. We run 10 to 12 local film clips a day—local meaning any place in our coverage area.

People in New England have thought well of us for some time. But that trophy focussed attention on us outside of New England and brought on a wave of written and verbal requests for information on just how we do it. Maybe I can answer some of those questions now.

First, I think you must realize that the most important factors in building a successful television news operation are education and patience.

Let me explain that by pointing out that we didn't always have a widespread, smooth-functioning news gathering system. We certainly didn't that day in June 1948 when we went on the air as New England's first commercial television station.

I had been in the news business for years, six of them as news director of WBZ-WBZA Radio. But television news was something different. We had to develop our news operation the hard way.

At first, we thought we had a logical formula. We simply had a commercial photographic studio produce us a local newsreel. The result was disappointing from a content point of view and mighty expensive. We never tried it again.

So for nearly two years, our news shows consisted largely of national news on film, supplied by the regular news services, and a few local still shots, with the announcer on camera the rest of the time, reading a radio-type summary of the day's happenings.

Throughout that period, we were bombarded with still photographs from publicity sources. We never used them.

But in each instance where the publicity source was likely to have recurring stories that would be worthy of inclusion in a television news show, or where the particular stunt itself had good visual attraction, we called the source and suggested that if he would furnish us with 16mm film, we might include a clip on one of our newscasts.

How It Began

One of our first local pieces of film provided us with our first stringer. When the Commonwealth of Massachusetts opened its largest reservoir to limited fishing, an outboard motor manufacturer sold the state a quantity of the outboards for a state-operated boat livery. He also sent us a kit of still photos showing pretty girls operating the motors, a line of boats with the motors attached, etc.

We politely but firmly rejected the stills, called the manufacturer and suggested that he send us a film taken on the reservoir with the motors in operation. He immediately had the film shot by an independent photographer. That photographer later began to hang around our news room, watching for tips from which he might shoot a small piece of film and sell it to us for a fee.

He was doing pretty well, but about the same time a cameraman who worked assignments for the theatre newsreel trade came in to sell us his services. When we discovered that the two men often were competing for the same story, we suggested a territorial agreement.

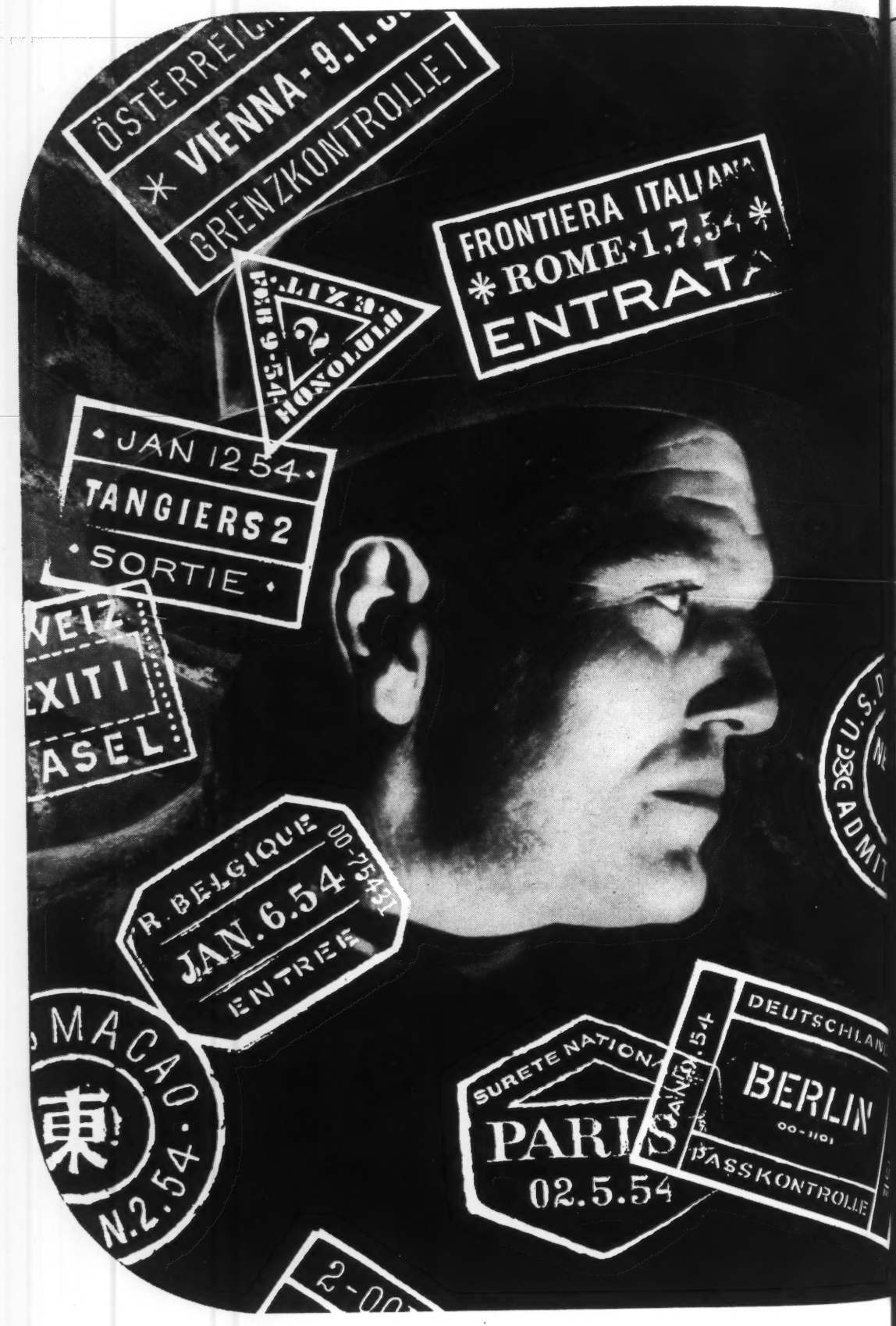
The two finally agreed on a partnership and formed a little business called Acorn Films. Today Acorn employs eight full-time men and has a dozen other part-time cameramen who chase fire engines, police cars, etc. All of these men are available to us as stringers. Acorn also processes all our news film.

But two years after we first went on the air, we had only the two original stringers, Ernest Blackman and Jack Rien. We still had a long way to go.

One thing we did was prepare, with the help of the station's film manager, detailed instructions on how to shoot 16mm film. This we sent to every source we thought might be interested and suggested that they send us film according to our specifications. This was necessary in order to achieve standardization. We had been getting 16mm, 8mm, positive, negative, color—everything under the sun. But we wanted 16mm negative and for our purposes, we wanted it shot at 24 frames per second. On television the standard 16 frames per second shows up as rapid, uneven motion.

Meanwhile, we were expanding our stringer list. When a neighboring state asked us to use some still photographs of their recreational areas, we again suggested 16mm motion picture film. Because New England is tourist-conscious and I believe that recreational facilities can be legitimate news, I made a trip to the state's tourist bureau offices to discuss the matter with the bureau's publicity chief.

He, in turn, talked things over with an independent still photographer, who borrowed a Bolex camera and shot an acceptable piece of film of a town's anniversary celebration. The photographer continued to shoot publicity film but also began to handle


ÖSTERREICH
* VIENNA - 9.1.54
GRENZKONTROLLE I
FRONTIERA ITALIANA
* ROME 1.7.54 *
ENTRATA
HONOLULU
2
JAN 12 54
TANGIERS 2
SORTIE
EXIT I
ASEL
U.S. DEPT OF JUSTICE ADMITTED
R. BELGIQUE
JAN. 6. 54
ENTREE
MACAO
N.2.54
SURETE NATIONALE
PARIS
02.5.54
DEUTSCHLAND
BERLIN
PASSKONTROLLE

for adventure in the exciting corners of the world . . .

THEY WATCH "THE FALCON"

Millions of TV viewers are watching Charles McGraw's outstanding performance as star of "Adventures of THE FALCON," NBC Film Division's great half-hour syndicated film series.

And millions of movie fans are now acclaiming this fast-rising young star as rugged, handsome Commander Wayne Lee in "The Bridges at Toko-Ri." Many, many more have just met him face-to-face during his triumphal coast-to-coast personal appearance tour.

As THE FALCON, McGraw is an undercover agent for the government. His assignments take him all over the world. Wherever he goes, the action is trigger-fast!

and in every corner of America . . . against any competition . . .

THEY WATCH "THE FALCON." In city after city, "THE FALCON" has won top ratings for his sponsors—even against strong competition. Here are the latest ARB figures:

In Memphis "THE FALCON" outrated "Make Room For Daddy" 22.9 to 18.8.

In St. Louis "THE FALCON" outrated "Willy" 25.2 to 7.8.

In Springfield, Mo. "THE FALCON" outrated "Break The Bank" 30.4 to 27.2.

In San Francisco "THE FALCON," featured as a strip show, sold out Monday through Friday at 11 p.m. It topped the feature films previously run at that time by 129%, and rated over 4 times higher than its nearest competitor.

before you buy a syndicated television program . . . **WATCH "THE FALCON"**

Your NBC Film Division salesman will be glad to arrange a private screening. Call him today.

NBC FILM DIVISION

serving all sponsors • serving all stations

30 Rockefeller Plaza, New York 20, N. Y.
Merchandise Mart, Chicago, Ill. • Sunset & Vine Sts., Hollywood, Calif.
In Canada: RCA Victor, 225 Mutual St., Toronto;
1551 Bishop St., Montreal

news assignments for us. Now he is one of our busiest stringers, Dick Hand.

On another occasion when a good story broke in a city 50 miles from Boston, I phoned a former newspaper colleague of mine and asked him if he could borrow a 16mm camera and shoot some film for me. He agreed and has since developed his own film business and become one of our regular stringers.

Once a university in our coverage area approached us with a request that we send our mobile unit to cover their commencement. I explained why this was impossible and suggested they find a student who was sufficiently acquainted with a 16mm camera to film the commencement highlights for our use. They did.

Not only did that boy become our correspondent for that area, but the university itself broadened its audio-visual department to include a course in 16mm news photography, and at least three graduates of that course have become WBZ-TV stringers in their home towns.

That has been the story on repeated occasions. We have rarely gone out and recruited cameramen. Almost all of them we have come to know in the course of trying to cover a specific story.

In any large municipality, there are a number of freelance photographers who haunt railroad stations, fire departments, police stations and airports, taking photos which they attempt to sell. If a television news director can take the time to visit these spots himself, he can find out who these freelancers are. Then it is a relatively simple matter to convert the better still cameramen to 16mm movie film.

Contacts Begin to Snowball

This way a station's stringer contacts will begin to snowball. We found that as one independent became a more or less frequent contributor to our news shows, others tried to get into the act. By the time we hired our staff cameraman, Don Volkman, three years ago, we had 14 or 15 stringers and in the past three years the number has grown steadily. We also have been able to become highly selective.

We have maintained constant relations with publicity sources. Never a day goes by that we aren't requested to cover some event that is basically publicity. Most of the time we refuse to provide the coverage.

But we always point out that we will be glad to look at any film the publicity seeker will furnish us on a first-run basis. If it has genuine news value and unusually good visual attraction, it may find a place in our news programming.

Educating sources to give us movie film rather than still photos is a constant problem but fundamental to establishing good film coverage. As we have found so often in the past, the cameraman the publicity seeker uses often can be trained to become a valuable news correspondent.

Another excellent source of potential cameramen is the ever-growing fraternity of amateur photography hobbyists who own 8mm cameras. Even though we can't use 8mm film, we're glad to see a hobbyist who rushes to us with footage on some news story he has stumbled on. As soon as we convince him that he might be able to sell us an occasional piece of film, properly shot, he will trade his 8mm equipment for 16mm equipment and we have another stringer to call upon.

A bonus for the station in these correspondents who start out as photography "bugs" is that they usually retain an unbounded enthusiasm and aren't easily discouraged if their early efforts aren't accepted.

Stringers in Unlikely Places

We have some of our correspondents in pretty unlikely places. They include a radio announcer, a mountain guide, a ski resort official, a college professor and a boys' club worker. One, a credit manager for a Boston store, started taking fire pictures just for the fun of it. He has his car rigged up with a police radio receiver, a fire department receiver and a 110-volt outlet for his floodlights, and he spends his evenings hopping around the city at fires and accidents. Sometimes he will get a wonderful shot of even a one-alarm fire, simply because he often beats the fire department to the scene. We couldn't afford that kind of coverage on an assignment basis but he enjoys it and sells us a good bit of footage in the bargain.

People are much impressed by the fact that we have a correspondent within 30 minutes traveling time of almost any point in our coverage area. That situation simply evolved from our constant efforts to cover our territory. In the process, we picked up cameramen in four states and 21 cities and towns.

The greatest number, of course, are in Boston. But elsewhere in Massachusetts, we have cameramen in Needham, North Easton, Beverly, Danvers, Fairhaven, Worcester, Shrewsbury, Quincy, Plymouth, Melrose, Wellesley and Cambridge.

We also have men in Maine (Orano, Lewiston and Portland), New Hampshire (Manchester, Peterborough, Franconia, Claremont and Lebanon), and Rhode Island (Providence). Our New Hampshire stringers give us coverage in Vermont.

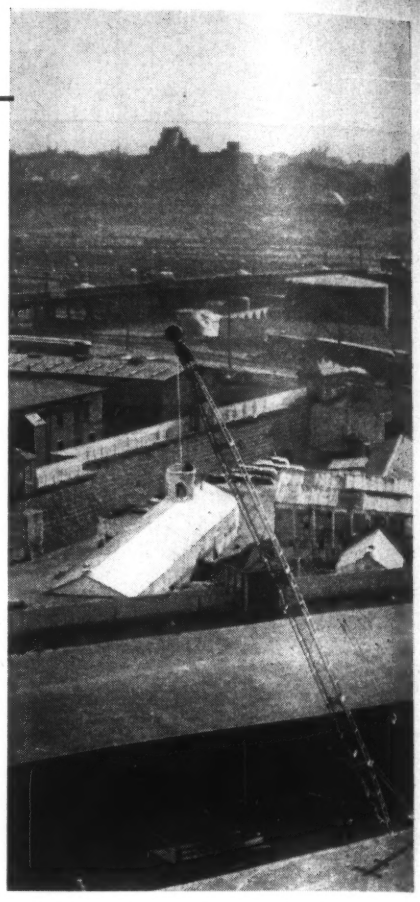
All film shot by stringers must go to me or the news editor on duty, and we make the final decision as to what and how much, if any, will be run and when and where it will be run.

Our prestige as a station plays an important role in another important aspect of our operations—our financial arrangements with our stringers. When we were first getting started, there were some cameramen who thought they could get Hollywood prices for tv film. We cleared this hurdle fast. We pay fair prices for film, as indicated by the number of stringers who work for us. We also recommend their work to others, enabling the cameramen to pick up additional good-paying assignments. Being able to say that he has shot film for WBZ-TV is an excellent advertisement for any cameraman, and the experiences of our stringers bear out that statement.

At WBZ-TV a simple story, easily obtained, will bring a correspondent $10 to $15 plus in some cases replacement of film. A more difficult or exclusive story involving more effort, skill or travel will bring a higher payment.

Among our stringers, there is a remarkable loyalty to the station and, I like to believe, a personal loyalty to me. I have never had a correspondent fall down on an assignment unless it was physically impossible for anyone to get the pictures we wanted. I would say not more than a half dozen of our stringers are great cameramen, but all of them are capable and adequate. Above all, they get what we want and get it fast.

I have a camera, too, which I use in emergencies. But let me point out that I am not a great camerman. I don't believe a



DURING the recent Charlestown prison riot in Boston, WBZ-TV and the *Boston Record-American* hired a construction crane, from the bucket of which WBZ-TV Cameraman Don Volkman and *Record-American* photographers were able to train their cameras on scenes inside the prison walls. From the crane bucket Mr. Volkman got the only pictures of the rebellious prisoners leaving the cell block in which they had barricaded themselves.

AL SMILGIS, one of the 34 "stringer" news cameramen for WBZ-TV, checks his 16mm camera while listening to reports on his police and fire radios (under dashboard). Beside him are floodlight and cable which he plugs into a special 110-volt power outlet located on the dash beside the glove compartment.

DICK HAND, one of the busiest of the 34 "stringer" news cameramen for WBZ-TV, examines a flight map with Pilot William E. (Doc) Martin at the Concord, N. H., airport. Mr. Hand, who lives in nearby Manchester, N. H., flies regularly with Mr. Martin to cover news breaks in the outlying portions of his territory.

STAFF CAMERAMAN Don Volkman of WBZ-TV, who covered the Boston prison story from the crane bucket pictured on the opposite page, edits some of the film sent in by one of the station's 34 "stringers." The station had 14 or 15 stringers covering various beats before a staff photographer was hired.

ERNEST BLACKMAN, one of the original members of Acorn Films, was on the spot with a specially-equipped auto to film damage of the 1953 Worchester, Mass., tornado for WBZ-TV. Acorn's eight full-time and dozen part-time cameramen are regular "stringers" for the television station's news operation.

news director should try to be both. He should be the guy who runs the news operation, makes the assignments and decisions and takes the responsibility.

I have a telephone at my bedside and I'm on call at all times. But one thing a news director must remember is that he can't be everywhere. If a news story breaks early in the morning when Jack Chase is on duty or late at night when Don Flaherty is the only one around, they have free reign to call any and as many stringers as they think justified without consulting me first.

That correspondent gets to wherever the story is breaking, gets his film and the important facts and rushes the film to Boston by the fastest means available. It's processed and put on the air as soon as possible.

Many times our stringers will be on their way to cover a story before we know anything about it or while we are still trying to notify them. That self-starting instinct is one of the principal ingredients of a true news hound, and our correspondents know we want the story first.

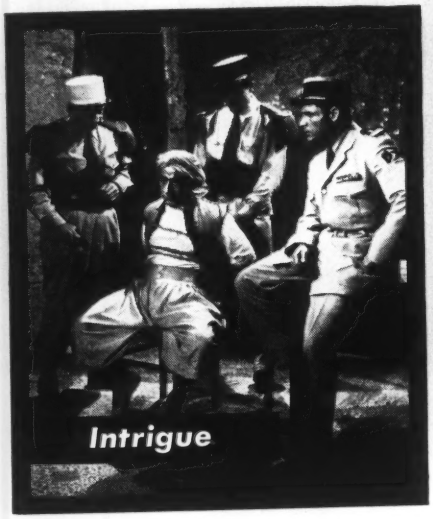
There's one mild word of warning I should pass along. Before you start to deal with two score or more photographic correspondents, stock up heavily on aspirin. Give the average normal human being a camera and he becomes a Rembrandt with a Rembrandt's temperament. Cut one frame from his films and he will scream in anguish. Disagree with him on a potential story and he will sulk for a week. Attempt to tell him the angle at which you would like a shot made and he will roar like a wounded bull.

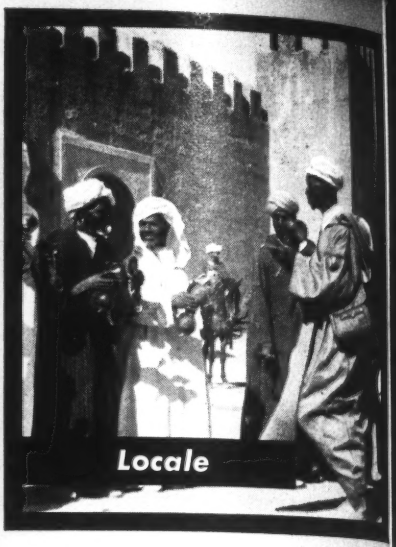
But you can offset these outbursts by treating him fairly. Rap his knuckles if he gets out of line, show him you can be just as independent as he, but don't hold a grudge against him. And don't give anybody grounds for accusing you of favoritism. If the man's film is good and tells the story, it doesn't make any difference who he is. We want that film and we're ready to pay for it —within the limits of our regular scale.

We devote 14% of our air time to news and we use film for everything but last-minute breaks. Only then will we use an occasional still shot. But we can have fresh local film for our more than 60 news shows a week because we have educated our news people to give us their best shots on motion picture film and we have patiently developed a staff of stringers who quickly recognize good spot news, shoot it and then advise us that the footage is on its way.

Maybe all this doesn't sound like a simple guide to setting up a television news operation. If so, it's because there is no simple way to do it. You work, you wheedle, you cajole, you threaten, you hammer away at the idea that getting the picture—seeing the picture in every story he covers—is the most important thing a television cameraman must remember.

But you, in turn, must remember that you are dealing in people. Your operation, in the final analysis, will be no more successful than your ability to get people to work with you or for you. It is the man who gives you that great news coverage, not the camera.





the first show of its kin

the first sales plan of its kin

CAPTAIN GALLANT *of the F*

Buster Crabbe...

a fpa sales builder

CHOICE MARKETS STILL AVAILABLE

kind in all television

kind in all advertising

FOREIGN LEGION

Cullen "Cuffy" Crabbe

By Allah! This program has everything!

The French Foreign Legion! The intriguing and mysterious desert. Native peoples and animals and customs. Unprecedented government cooperation for highest authenticity.

Add a name star like Buster Crabbe . . . and his son "Cuffy", in a role children of all ages will envy . . . and scripts that weave them all into top TV viewing—and you get a glimmer of the tremendous appeal of this program.

Included in the package is a built-in merchandising program featuring 36,000 *free premiums* for every market ordered: trading cards . . . autographed photos of Buster and Cuffy . . . comic books . . . membership cards and certificates. Plus free posters and special commercials, also free.

It's all absolutely free—and trouble free, when you buy the show.

"Captain Gallant" is a show whose performance in the living room and at the cash register will delight every sponsor. For full details and availabilities, call, write or wire—fast!

Television Programs of America, Inc.

477 MADISON AVENUE, N. Y. C. • PLAZA 5-2101

A NEW BEAT FOR TV NEWS

FILMED COVERAGE PUTS TV ON A PAR WITH OTHER NEWS MEDIA

By J. Frank Beatty

ONE wintry morning—Jan. 19, 1955, to be specific—President Eisenhower entered the Indian Treaty Room of old State Dept. Bldg. adjoining the White House, faced 200-odd reporters, and opened a new era in the recording of current history.

A look at the conference-room clock showed it was 10:33 a.m., give or take a few seconds. The President went about his business as though it were an ordinary news conference—if any such session can be described as ordinary—after saying: "Well, I see we are trying a new experiment this morning. I hope it doesn't prove to be a disturbing influence. I have no announcements. We will go directly to the questions."

As he spoke, two 16mm television newsreel cameras and one 35mm theatre camera recorded visual and aural versions of the scene. This marked the first time in history that one of the headline-making Presidential news sessions had been both photographed and taped.

That evening the entire nation, plus neighboring nations, saw two-thirds of the morning's question-answer session as reporters threw questions at the Chief Executive. They saw excerpts on newsreel programs and the whole package, as edited by the White House, and shown on tv networks.

The first tv pickup was carefully labeled an "experiment" by the President and by his news secretary, James C. Hagerty. Now, eight weeks later, the conference is no longer an experiment. Instead, it is an accepted practice—a routine procedure so normal that everyone wonders why it wasn't done long ago.

Journalism and electronics have teamed to bring these impromptu and unrehearsed news sessions to everyone having access to a television or radio set.

In a short two months a number of trends and portents are developing:

• Presidential news conference telecasts are here to stay—at least as long as Ike is in the White House. He couldn't drop them now if he wanted to, many newsmen feel.

• Most of the advance fears that hamming reporters would grab the show were groundless.

• Predictions that the President would twist the proceedings into sheer propaganda devices haven't been borne out.

• The conferences have become an important educational medium for the nation.

• Now that their wish has been granted, some tv networks and stations are making scant use of one of the most important news sources made available in the history of electronic journalism.

• Only a tiny trickle of censorship charges has developed as a result of cuts in the film and these are generally branded "nonsense" by those who cover the conferences and watch the White House editing pattern.

• Many newspaper reporters are still unhappy about the idea, but grudgingly concede it has merit even if their written stories have more competition.

• The quality of questions asked by reporters has improved, though a few of the 200-plus won't let a session pass without getting in a query even if it's dull. One promotion-minded newspaper group wants its people to ask at least one question at every conference.

• The conferences will positively not be live in the foreseeable future, unless a new formula is worked out.

• President Eisenhower likes the whole idea.

• So do members of his staff, though a few fear it might be overdone.

• Public reaction is highly favorable.

• Radio and printed media are getting better coverage because they, too, can quote the President directly.

• The room used for the news conference is a technical mess, as well as an artistic freak, but the telecasts will be improved gradually.

• If any major remarks are ever censored out of the film, newsmen will have one of the juiciest stories in months and they will have a transcript to work from in reporting the deleted portion.

The average viewer, watching the reportorial-Presidential exchanges on the screen Wednesday evenings, will give little thought to the long planning behind this simple recording of a news event—on the surface no different from other on-the-spot television coverage.

And the average broadcaster, whose facilities may be offering a limited amount of coverage to his viewers, is possibly wondering why it took so long to arrange and what finally influenced the decision.

When he held his first news meeting with reporters on Jan. 21, 1953, James C. Hagerty, Presidential news secretary, said that tv coverage of news conferences would be arranged as soon as plans could be made. Exactly two years later the promise was carried out.

In that two-year period, a group of network tv-radio representatives discussed many plans with Mr. Hagerty and Murray Snyder, his assistant. Both are newsmen of long experience and both believed the public was entitled to see and hear what goes on as the President throws himself upon the mercy of 200 news hawks.

The President appeared on television several times in modified versions of the FDR fireside chats. He was effective and obviously sincere, if several levels below the FDR or Barrymore forensic techniques. A rather elaborate and noble experiment was attempted June 3, 1954, when the President and several Cabinet members held a simulcast sort of miniature Cabinet meeting. The simulcast was carefully planned, with BBDO lending production help. It was informative and interesting, and it made both government and media history. More important, it showed the limitations of a small room and the shortcomings of some government officials cast in professional productions.

Another Cabinet meeting, with the whole group participating, took place last Oct. 25. Here, again, a small room prevented good tv pickups. Backs of heads filled frames from time to time, and perspectives were grotesque. Even worse, one Cabinet member missed a cue.

While the President was an obliging participant in his official telecasts, he never was at ease under a formal setting. During his first news conferences he had many rough moments as shrewd newsmen slipped him penetrating and often loaded questions. At times he missed some of the loaded ones,

AT TOP, CBS-TV correspondent Charles S. VonFremd puts a question to the President.

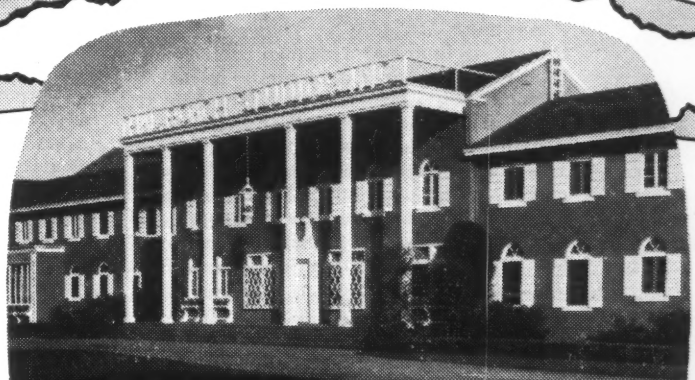
FOREMOST PRODUCERS OF TELEVISION FILMS!

THE LIFE OF RILEY
(Hal Roach Studios for NBC)
starring
WILLIAM BENDIX

AMOS 'N' ANDY
(Hal Roach Studios for CBS)
starring
ALVIN CHILDRESS
SPENCER WILLIAMS
TIM MOORE

MY LITTLE MARGIE
(Hal Roach, Jr.-Roland Reed for Scott Paper Company)
starring
GALE STORM
CHARLES FARRELL

PUBLIC DEFENDER
(Hal Roach, Jr. for Philip Morris)
starring
REED HADLEY



HAL ROACH Studios
ALL Facilities Under One Roof

PASSPORT TO DANGER
(Hal Roach, Jr. for ABC Syndication)
starring
CESAR ROMERO

STU ERWIN SHOW
(Hal Roach, Jr.-Roland Reed for L and M Cigarettes)
starring
STU and JUNE ERWIN

YOU ARE THERE
(A CBS Production)
Produced by JAMES FONDA
Narrated by
WALTER CRONKITE

WATERFRONT
(Roland Reed Productions, UTP Syndication)
starring
PRESTON FOSTER

IT'S A GREAT LIFE
(Raydic for Chrysler)
starring
MICHAEL O'SHEA
BILL BISHOP
JAMES DUNN

ROCKY JONES, SPACE RANGER
(Roland Reed Productions, UTP Syndication)
starring
RICHARD CRANE

SO THIS IS HOLLYWOOD
(Arrowhead Productions for Toni)
starring
MITZI GREEN
and VIRGINIA GIBSON

a deficiency he has overcome with experience. Now he handles them deftly, as a rule, and he has learned the Roosevelt-Truman trick of making them backfire or turning them into a roomwide laugh.

One of the familiar sights of early conferences was the beautiful red neck the President acquired when he was asked an especially embarrassing question.

In two years of official bowing and handshaking and speech-making, plus the training acquired in news conferences, the President has acquired the calm outward demeanor that comes with White House experience. That, of course, was an element in the final decision to permit telecasting of news sessions.

The President was anxious to let the public get close to the operation of the government and the Chief Executive. His staff wanted the conferences telecast. Political-minded advisors thought it would be good for the party. The medium itself—broadcast executives and the newsmen—was ready, though concerned about details. The public would have a new educational service. Cameramen drooled at the prospect of capturing the President's lively facial expressions in the informality of a news conference.

Adams Spearheaded It

Despite this agreeable atmosphere, little was accomplished. Then one day in January, Sherman Adams, assistant to the President, made this observation at a staff conference: "We've been talking about letting television in. Let's try it."

Within a matter of hours, Mr. Hagerty was making this statement to reporters:

"Tomorrow at the press conference they are going to try an experiment. We are going to permit the tv newsreel cameras and newsreel cameras into the press conference room."

He made another statement that is the key to the whole situation:

"We want the White House to remain in control of the spoken words of the President."

A few muttered cracks from reporters included this, "I wonder if there is some way we can work sponsors in here. Are you fellows going to say, 'Wait, Mr. President, until I get in some film, say on behalf of Gunther beer.' "

Mr. Hagerty took it up with a comment that is likely to be found in every journalism textbook a decade from now. He said:

"I don't think it's quite as laughing a matter as that. . . . *All media of information, including television staffs, have a right to cover the President.*"

And then he served up a clincher that nobody has been able to unloose:

"This is the second half of the 20th Century."

Behind Mr. Adams' suggestion were two technical developments that overcame annoying obstacles to conference telecasts. First was the development of the ultra-fast Eastman Tri-X film, permitting good reproduction with modest lighting—and if there's one thing that irks the President, it's stage lighting.

The other development was the Auricon 16mm camera with 1,200-ft magazines, enough to cover 32 or 33 minutes (conferences seldom last over a half-hour).

Thus the technical blocks appeared less formidable, and there seemed nothing to prevent tv filming of the President's news-making exchanges.

The President showed only slight awareness of the rear-room trappings as the first telecast conference got underway with a query from Robert E. Clark, INS reporter, on communist attacks in the northern China Sea. He handled questions easily.

That evening the nation saw Presidential news reporting in the manner of the second half of the 20th Century.

What is the reaction?

Mr. Hagerty told B•T there has been practically no unfavorable comment from the public. "There is no prospect of live pickups," he said. "The only guide in cutting is this: Is it newsworthy? We like the telecasts and don't plan any changes."

As cutter-in-chief, he knows that the eyes of a thousand newsmen, and many thousand politicians, are on him as he makes his decisions. That doesn't worry him at all. If a Democratic politician cries "censorship," he shrugs it off and refuses to give a detailed, defensive explanation of why a particular item was cut. Local-interest stuff is first to go. At times the President's informal comments crash rhetorical barriers, but Mr. Hagerty isn't worried if conversational grammar isn't up to Shakespearean standards.

Newsmen are acutely aware of the fantastic hazards that might result every time the President utters a word, particularly in a rapid-fire exchange. They know that a misplaced syllable could start an international holocaust. This hazard has controlled the reporting of the President's answers through the three Administrations in which informal questioning has been allowed. Direct quotation of the President has been allowed only by specific permission, but his words can be used without quotation and attributed to him in the third person.

Hence the requirement that the conferences be filmed. This set up a special group of production and distribution problems. Across the back of the square, high-ceilinged Indian Treaty Room in the Executive Offices are two platforms, elevated slightly. One accommodates two 16mm tv film cameras and related gear, plus a 35mm movie camera for theatre newsreels. The other platform is used by still photographers, who consume stacks of film in the half-hour sessions.

The sound is picked up by the Signal Corps, flanked by a State Dept. public address operator. The two units have 10 mike standards around the room, each with two mikes. Three more mikes, miniature Altec-Lansing models, are placed unobstrusively in front of the President. The Signal Corps feeds the audio to the tv and theatre cameras; records on a tape; feeds another tape on the White House grounds via wire, and lets Ward & Paul, with a two-man stenographic team that serves newsmen with transcript, take a checking copy on a dictating machine.

Tv film cameras use about an f6.5 lens opening in room lighting that runs around 90 foot candles. Lighting is provided by four 1,500 w mazda units and two 500 w baby spots attached to a high gallery railing about 20 feet above the floor. This high source of light annoys the networks but suits the President.

Sound pickups are bad at times. Ten mikes aren't enough for 200 reporters, with occassional p.a. feedback inevitable when questions are asked. When gain is up, shutter noise of the still cameras and slamming of plateholders is aggravated. The tv Auricons, on the other hand, operate silently. The theatre camera is housed in a heavy quilt; it has to change reels every 12 minutes, since it eats up film at the rate of 90 feet per minute.

A system of pooling has been devised for the video pickups. NBC-TV and Telenews are teamed on one camera, CBS-TV and UP Movietone on the other. Members of each team take turns providing crews and gear.

As soon as a conference is over—about 11 a.m.—the NBC-TV-Telenews film is sent by messenger to Capital Film Labs and the CBS-TV-Movietone film to Byron Inc., both private laboratories. The Byron schedule goes like this: 11:15 film can arrives; 12:15, master negative developed; 1:15 master positive developed; 2-2:15, duplicate negative ready.

Since there is some loss in quality in turning out a duplicate negative, the pool making the video pickup is entitled to the master negative.

'Kills' at 2:15 p.m.

By 2:15 Mr. Hagerty has read the official transcript of the conference. He marks "kills" on this transcript. The "kills" are read by a network representative to all networks on a conference call. The films are individually edited and the killed portions are returned to the White House.

The laboratories then start production of duplicate films from which the killed parts have been removed. Byron produces as many as a hundred copies by 5 or 5:30 p.m. These are distributed, mostly by air, and it's normal for a print that left the laboratory at 5:30 to be in New York around 7, with portions used on the network news programs between 7 and 8.

Several steps are being taken to improve the quality of the pickups. The Signal Corps has plans for microphones hung from the ceiling. This should help the audio, which at times has been so bad that bits of the film were practically unusable.

Another flaw centers around video blanks during lens-changing intervals. On the March 2 conference, as delivered to the public by DuMont network, these disconcerting blanks appeared a half-dozen times. With careful production the blanks could have been filled by dubbed-in shots, a routine studio operation.

At the next conference CBS-TV plans to use a zoom lens to eliminate lens-turning entirely. This will involve lighting problems, some network newsmen feel, and they will watch the experiment with interest.

From a pictorial standpoint, the pickups have been somewhat monotonous because the cameras have been held on the President most of the time. This has been due to the fact that most reporters are seen from the rear or at best from a sharp angle, aggravated by top lighting. It narrows down to a choice between technical quality and audience interest in the newsmen, with the latter likely to win out in the end.

film maker

TONI AMES

A NEWSPAPER photo, published the day after the Chicago mayoralty primary Feb. 22, showed Mayor Martin H. Kennelly and Morris B. Sachs, his running mate and local clothier-charity figure, sobbing bitterly in each other's arms over defeat by the regular Democratic Party organization.

Graphic and moving as the cut was, the Kennelly personality was never better captured than by television in the days immediately preceding the election. The mayor's tv campaign, though a losing one, was handled by an old hand in the highly specialized art of the filmed political pitch.

Toni Ames, head of Ames Television Productions, which functions also as an agency in placing time, has probably negotiated more political film (and radio) commercials than anyone else in Chicago since she got into the business in 1938. According to conservative estimates, she has produced and placed something short of 2,000 such spots or programs for Republicans and Democrats alike (she will handle opposing tickets but not both candidates for the same office).

Miss Ames is, in a sense, a "protege" of the late Sen. Arthur Vandenberg. A native of Grand Rapids, Mich., she became interested in politics through his *Grand Rapids Herald* with which she was associated. She later attended the U. of Illinois (Class of '36), majoring in English and writing for the university's *Siren* humor magazine.

In 1938, while engaged in puppetry (she used to show "Hansel and Gretel" to PTA and other women's groups), Miss Ames availed herself of the opportunity (without compensation) of writing radio speeches for the late Gov. Henry Horner. She also wrote for the Democratic party organ, *The Truth*, and for Scott Lucas, who sought and acquired a U. S. Senate seat.

The following year, Miss Ames visited New York where she became enthralled with television as shown at the World's Fair. She decided that politics and television go hand in hand and her career was launched. She bought a seven-inch tv receiver and found it necessary to convert current by attaching to an ice-box converter: "it exploded but nothing happened to the set."

In 1948 Miss Ames prepared radio spots and films for Gov. William Stratton in his campaign for treasurer, which she claims

(Continued on page 48)

GOLDSWAN PRODUCTIONS, INC.

"The Symbol of Quality Musical Commercials"

730 FIFTH AVENUE • SUITE 600
NEW YORK 19, N. Y.
CIRCLE 7-3380

GOLDSWAN PRODUCTIONS, INC. ☆ QUALITY MUSICAL COMMERCIALS ☆

Quality Musical Commercials

ORIGINATED & PRODUCED for AGENCIES

Jello
Coca-Cola
Café Gum
Piel's Beer
RCA-Victor
Dodge Cars
Gunther Beer
Mercury Cars
Lance Cookies
Necco Candies
Milk For Health (Niagara Frontier Inc.)
Chevrolet Dealers
Vanity Fair Tissues
V-8 Vegetable Juice
Sunbeam Appliances
Nestlé's Instant Coffee
Borden's Instant Coffee
Station Breaks, WWDC, Wash., D. C.
National Bohemian Beer
Five Day Deodorant Pads
Excelsior Fresh Frosted Meats
Adam, Meldrum & Anderson (Dept. Stores)

TOTAL PRODUCTION FACILITIES

RADIO
TELEVISION
FILM & LIVE

ARRANGED & PRODUCED for AGENCIES

Ajax
Alkaids
Nabisco
Nescafé
Pepsodent
Pal Razors
Veto Spray
Bond Bread
Purex Corp.
Fort Pitt Beer
Ritz Crackers
Westinghouse
Halo Shampoo
Chrysler Corp.
Stegmaier Beer
Calso Gasoline
National Shoes
Bonomo Candy
Armstrong Rugs
Barney's Clothes
Campbell's Soups
Rockwood Candy
Old Reading Beer
Minipoo Shampoo
O-Cell-O Sponges
Gold Ribbon Wine
Rayco Seat Covers
P. F. Canvas Shoes
Silhouette Crackers
Canadian Fur Corp.
Vaseline Hair Tonic
Manischewitz Wine
American Gas Assn.
Toni (South America)
Gerber's Baby Foods
White Rose Redi-Tea
Southern N. E. Tel. Co.
Betty Crocker Brownies
Gillette (South America)
Mutual Savings of Mass.
U. S. Treasury Def. Bonds
Betty Crocker Cake Mixes
Cashmere Bouquet Lipstick

ALL these quality commercials ARE SEEN OR HEARD NOW!

WHEN FATIMA DANCED AT THE 1893 CHICAGO FAIR, THE FILM MADE ON THE SPOT WAS CENSORED.

You can see the "UNCENSORED" VERSION ON

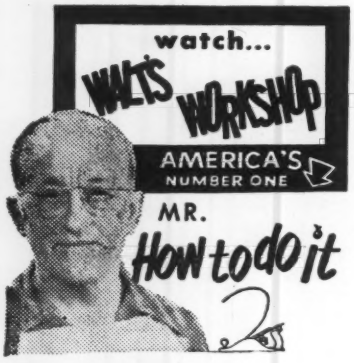
MOVIE MUSEUM

STERLING TELEVISION CO., INC.

NEW YORK CHICAGO DALLAS HOLLYWOOD

TEN BILLION DOLLARS THE Do-It-Yourself Home-Owners Market!

These people come to YOUR place of business when they



The TV film show with a COMPLETE merchandising package!

Write for FACTS

Reid H. Ray Film Industries
2269 FORD PARKWAY
ST. PAUL, MINNESOTA

If you use TV film you need BONDED TV film service!

Saves You Money, Worry and Mistakes!

COMPLETE TV FILM SERVICE FOR PROGRAMS OR COMMERCIALS

Shipping • Splicing • Routing, Scheduling, Print Control Records • Examination, Repair, Cleaning, Report on Print Condition • Storage Supplies, Equipment

BONDED
TV FILM SERVICE

LOS ANGELES • NEW YORK
904 N. La Cienega BR 2-7825
630 Ninth Ave. JU 6-1030

FASTER, SAFER, LESS COSTLY...
Because It's More Efficient!

HE'S SAYING IT IN FRENCH, NOW

ZIV IS MAKING FOUR FILM SERIES INTERNATIONAL

LATE last month another milestone in tv history was passed when Societe Suisse de Radio Diffusion telecast its first *Mr. District Attorney* program. The pictures were the same as those seen by American viewers of this Ziv serial, but this time all the words were spoken in French.

That telecast, according to Ziv Television Programs, marked the first time that an American tv film had been provided with a French soundtrack for use in Europe. It also marked the European debut of the first of four Ziv tv shows which are now being provided with French, German and Italian soundtracks for telecasting in France, Belgium, Switzerland, Germany, Holland and Italy.

Finally, Mr. District Attorney's French-speaking introduction to Swiss televiewers marked the second step toward the achievement of a goal set by Ziv three years ago. The first step was taken more than a year ago, when Ziv programs began a Spanish cycle of telecasts on Latin American stations. Full achievement of the tv film company's purpose will be attained only when the Far East has been added, extending Ziv tv film coverage to globe-circling proportions.

This international operation had its inception early in 1952, following a conclusion reached by Ziv top management that the same principles applying to syndicated television film in the United States could also apply to foreign distribution. That is, the cost of dubbing in a foreign language soundtrack could be spread out among advertisers in foreign countries just as the cost of producing the film in the United States could be spread out among domestic advertisers.

After arriving at this conclusion, Ziv accumulated, via questionnaires, all pertinent data relating to the interest of foreign countries in scheduling American television film programs. On the basis of attitudes expressed by the operators of foreign tv stations and the heads of foreign government agencies involved with television, Ziv decided that there was a definite desire for its tv products out of the United States, provided that they were in the language of the country in which the program would be telecast.

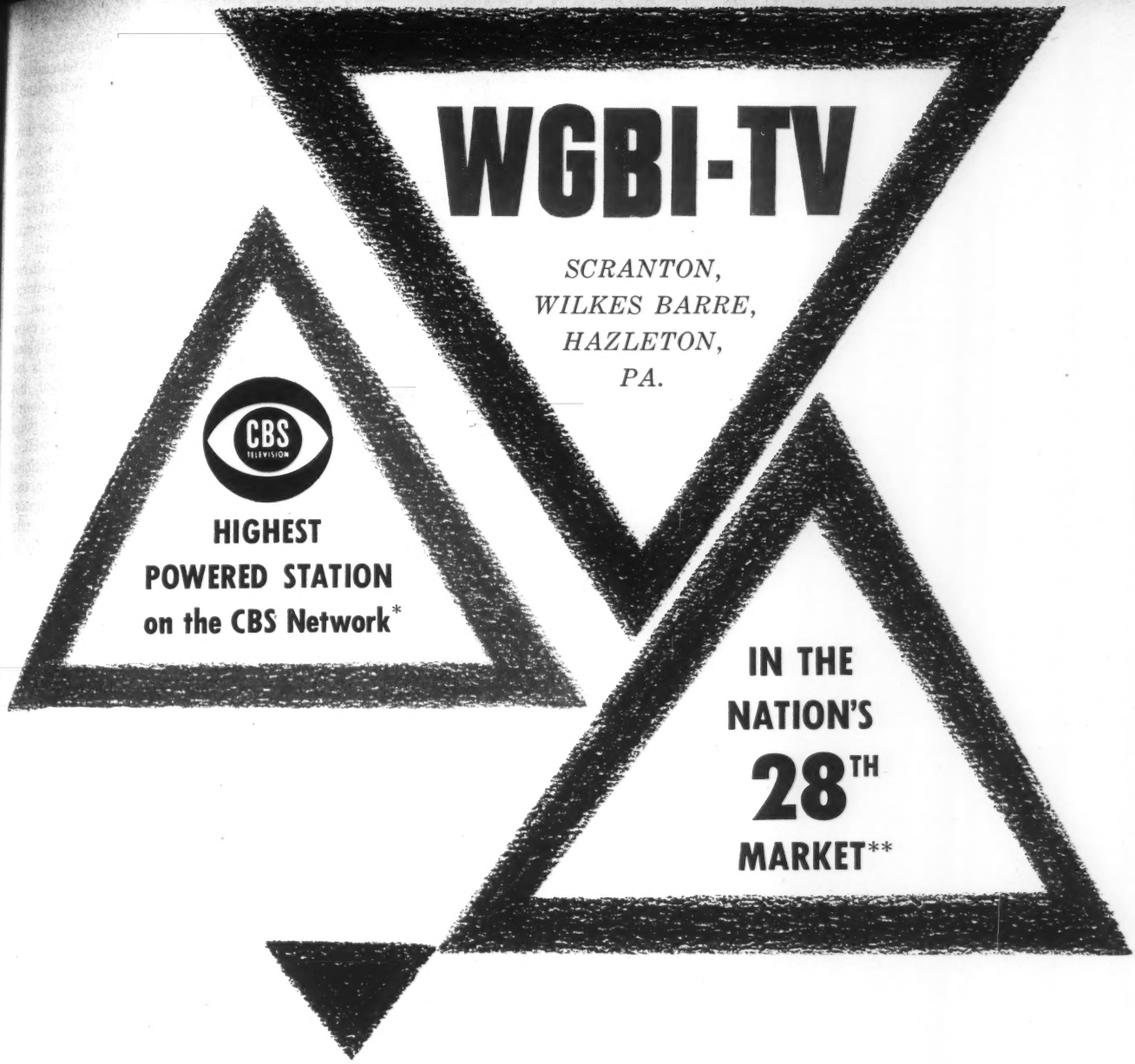
Then, Ed Stern, head of Ziv's international division, made an extensive trip abroad in order to acquire a working knowledge of the problems faced in these markets.

The first problem faced in international distribution was that of dubbing in foreign language soundtracks on the film. To get started, Ziv set up a Mexican company, took over studio and laboratory facilities, and began lip-syncing the programs into Spanish. At the same time, work was begun on translating the program promotion kits into Spanish for use by Latin American advertisers.

Next, Ziv started in on the most difficult phase of any business . . . selling. A sales training group was set up under Mr. Stern's direction, and, following conclusion of the training phase, Ziv began an extensive sales campaign in Latin America.

The campaign resulted in the complete sellout of all Ziv productions set for inter-

AT TOP: David Bryan, who stars in the title role of Mr. District Attorney.



SOON 1,000,000 WATTS . . . to better cover the all UHF Scranton, Wilkes Barre, Hazleton area, the nation's 28th market.

BETTER PROGRAMMING . . . all of the top CBS shows are on WGBI-TV.

LARGER AUDIENCES . . . Pulse reports a steady gain in share of audience . . . shows WGBI-TV with the largest number of viewers for any one time period of any station in the area.***

MORE POWER . . . Ratings are up . . . but costs are still low. Now is the time to buy WGBI-TV. Establish your TV franchise in the all UHF Northeastern Pennsylvania market.

Talk to your
BLAIR-TV
man today

* CP granted February 1955
** '54 Sales Management — total of two metropolitan city areas
*** Nov. Telepulse report

national distribution in every television market in Latin America with the exception of Brazil (due to the Portuguese language problem) and Argentina.

One of the biggest problems faced by Ziv's international division was in achieving acceptance of film programming by sponsors, agencies and stations. To the average foreign viewer, a filmed television program was considered in the same light as an old motion picture. An educational sales campaign to sponsors, agencies, and stations was necessary before the programs were accepted as up-to-date television fare.

However, with the successful completion of the educational campaign, Ziv found such well known companies as General Electric, Westinghouse, Ford, Procter & Gamble, American Airlines, British-American Tobacco Co., Longine-Wittnauer, Azteca Chocolate Co., Ethyl Standard Oil, Goodrich, General Foods, Bordens and others willing to sponsor Ziv programs.

The Latin American operation originally included six shows: *Cisco Kid, Boston Blackie, The Unexpected, Yesterday's Newsreel, Mr. District Attorney* and *Favorite Story*. Within the past two months two additional Ziv shows have been translated into Spanish for South America: *I Led Three Lives* and *Science Fiction Theatre*.

These programs are now being seen in such Latin American markets as Mexico City, where *Cisco Kid* is sponsored by Azteca Chocolate Co.; in San Juan, where *Boston Blackie* is sponsored by Ford Motor Co.; Havana, where Richard Hudnut sponsors *Favorite Story;* Caracas, where Nescafe sponsors *Mr. District Attorney,* and Bogota, where Radiodifusora National is telecasting *The Unexpected*. Each of the other Ziv shows is also being telecast in these markets.

Evidence that human nature is much the same the world around is shown by the fact that every Ziv program that has come up for renewal in Latin America has been promptly renewed for another year. The first audience rating made by an American research firm in Latin America found that in San Juan four Ziv shows were among the top 15 out of 95 on the air.

Thus encouraged, Ziv is now moving into Europe as well, with $2 million earmarked for financing the distribution of its programs complete with French, Italian and German soundtracks. Four programs—*Cisco Kid, Boston Blackie* and *Favorite Story,* as well as *Mr. District Attorney*—are already scheduled for European showing. All four are expected to be on the air in Italy soon.

In Germany, *Favorite Story,* carrying a German language soundtrack, is expected to be on the air by late spring of 1955 over North Deutchland Radio. Although there are, at present, only 70,000 television sets in West Germany, Ziv entered the German market in anticipation that when completely revitalized, Germany might have upwards of 7,500,000 sets.

As in Germany, there are relatively few sets in Italy at present. Here, too, Ziv is banking on an upsurge of interest in television following the introduction of Ziv's high quality filmed shows.

A new company, Ziv International of France, has been formed to distribute the television film series in France. Branches of this company will be set up in Holland, Belgium and Switzerland for distribution in those countries. Head of the French company is Joseph Brandel, formerly a director of Phillips of Holland and until recently president of Eden productions of France.

In France, Ziv plans to dub in 78 half-hour shows spread out over three series this year. These programs will be telecast in French in Belgium, France and Switzerland, and in German in Holland.

Although French officials estimate that there are only 170,000 television sets in France, and just a handful in Belgium, Switzerland and Holland, Ziv feels that its investment in time, money and effort will assist in the development of the embryonic television industry in these countries by making high quality programming available at costs to fit the budgets of foreign stations.

European television has just begun to open up, believes Ziv, and it is now too early to talk about profits. The cost of dubbing in the foreign language soundtracks is far beyond the present market potential, but Ziv feels that the money now being poured into Europe represents a sound long range investment . . . one that will pay off well.

The one untapped area in international television for Ziv is the Far East. Here, too, the firm intends to conduct an exploratory survey of the market for American television programs. Japan, particularly, is on the agenda for the future. The phenomenal growth of the Japanese television market and their large purchases of American products, indicates that before long, Japan will be a healthy market for Ziv tv programs.

FILM MAKER

(Continued from page 45)

were the first political tv spots in Illinois.

Last fall, Miss Ames prepared and placed announcements (ranging from 10 seconds to five minutes) for both parties on radio and television stations—in Cook County for the Democrats and throughout Illinois for the GOP. The Republican announcements were televised in Moline, Rock Island, Decatur, Springfield, Peoria, Champaign, Harrisburg and St. Louis. (Among those whose activities she handled: Joseph Meek, GOP candidate for U. S. Senator.)

Miss Ames' way with a film spot and her savvy of palatable political tv were reflected last fall in a film titled "You Can Blame It on Me—I Voted Republican," which was designed as an answer to the Democrats' "Don't Blame Me—I Voted Democratic."

Under Miss Ames' guidance, Mayor Kennelly concentrated on television "with very, very little radio." She prepared a series of 15 programs plus spots, concluding with a special pre-election eve telecast. The film clips stressed the "Don't dump Kennelly" theme. She also turned out a special vote fraud program titled, "How Your Vote Will Be Stolen."

Miss Ames, quite naturally, feels film is the only answer for the aspiring politician ("It protects him against bloops and permits him to handshake in one locality while being on film in another"). And, she points out, the films can be processed in a day!

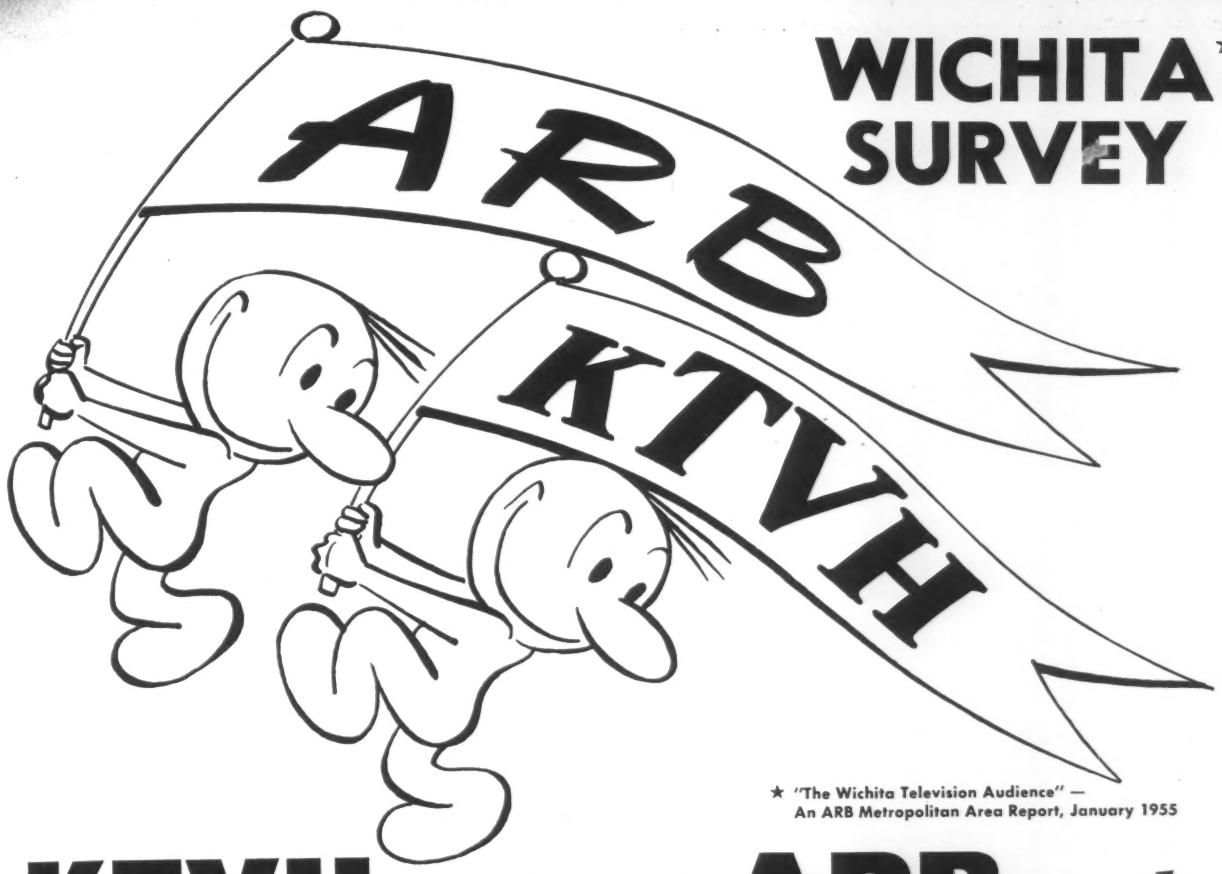
Miss Ames is a producer and timebuyer combined, but farms out the actual filming process to any one of a number of Chicago studios, including Kling Film Productions. She describes Ames Television Productions as a "servicing organization." Ames also sells film programs (like *It Makes Sense,* which just completed a run on WBKB (TV) Chicago, and *Yank Builders,* which has run in the East).

NOW WE'RE ON TV
191
Looney Tunes
featuring:
DAFFY DUCK and PORKY PIG
Available now . . . on a sensational
LIBRARY PLAN
that puts all 191 titles on your shelves to program in countless profitable ways:
(Copyright 1955 Sunset Productions, Inc.)

backed by a COMPLETE MERCHANDISING AND EXPLOITATION CAMPAIGN

GUILD FILMS

460 PARK AVENUE, NEW YORK 22, N. Y. • MUrray Hill 8-5365



WICHITA★ SURVEY

★ "The Wichita Television Audience" — An ARB Metropolitan Area Report, January 1955

KTVH Leads with ARB, too!

7 OUT OF 10
Leading Film Shows
ARE ON KTVH★

Pulse Report, November 1954, also gives KTVH credit for being the leading television station in the area with 10 out of 10 leading film shows and 10 out of 10 leading network shows.

7 OUT OF 10
Leading Network Shows
ARE ON KTVH★

The area Pulse and the ARB in Wichita prove what Windy has been saying — "KTVH does the job in Wichita and provides a bonus area of 14 other important communities."

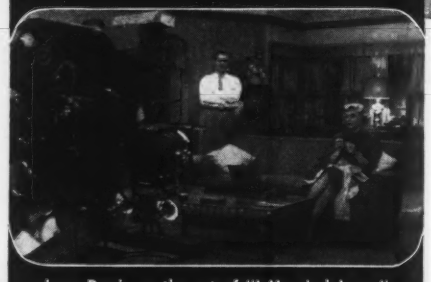
Windy says, "Buy KTVH and cover Central Kansas."

KTVH
HUTCHINSON

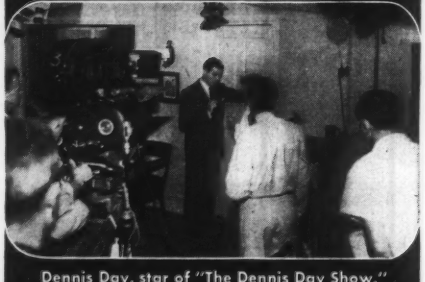
VHF 240,000 WATTS
KTVH, pioneer station in rich Central Kansas, serves more than 14 important communities besides Wichita. Main office and studios in Hutchinson; office and studio in Wichita (Hotel Lassen). Howard O. Peterson, General Manager.

CHANNEL 12
CBS BASIC-DUMONT
Represented Nationally by H-R Representatives, Inc.

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. The nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program as a live show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."



Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.



Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Camera*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

(A&A continues from page 34)

Biow-Beirn-Toigo. The radio show which used the "64 dollar question" was originally conceived by Reggie Schuebel, now head of her own firm, Reggie Schuebel Inc., but then director of radio for the Biow Co. The radio program was successfully sponsored by Eversharp Inc. for many years.

Revlon had hoped to put the new program on Tuesday nights replacing *Danger*, which it co-sponsors with Nash-Kelvinator. The latter advertiser and its agency, Geyer Inc., were given an option until Thursday of last week to replace *Danger* with the new format but did not pick up the option. Now Revlon is hoping that CBS-TV or possibly NBC-TV will come up with a good weekly half-hour availability to present the newly-bought program. Revlon has first option on the show until Oct. 1.

RCA Victor Tv Div. Plans Concentrated Sales Drive

NATIONWIDE "spring specials" sales campaign, reportedly the most concentrated campaign of its type ever planned in the tv industry, will be launched April 4 by RCA Victor dealers, according to R. W. Saxon, general sales manager, RCA Victor Television Div. of RCA.

The promotion will highlight three specific 21-inch receivers. The budget is said to be the largest ever earmarked by the RCA Victor Television Div. for such a promotion. Plans call for the use of all media.

Allied Artist Ad Budget

LARGEST advertising budget—$700,000—in the history of Allied Artist Studios, Hollywood, in which radio and tv will have a large role, has been appropriated to publicize four theatrical motion pictures to be released during the coming three months. Films to be advertised are "The Big Combo," "Seven Angry Men," "An Annapolis Story" and "Shotgun."

ONE-QUARTER sponsorship of all Seattle (Wash.) Rainier home baseball games, to be broadcast on KOL Seattle and telecast over KTVW (TV) Tacoma, beginning April 19, is taken by the Seattle Packing Co. for its Bar-S meat products and Serv-U meats. L to r: Gerald E. Pendrey, KTVW sales executive; W. W. Rystogi, vice president of the packing company; Harry Thompson, packing firm treasurer, and Frederick E. Baker, senior partner, Frederick E. Baker & Assoc., agency servicing the account.

WEST COAST RADIO-TV PLANS BASEBALL

Western broadcasters are lining up sponsors for extensive coverage of Pacific Coast and major league games.

BASEBALL on the West Coast is headed for another banner radio-tv season with disclosures last week of additional plans that augment the earlier nationwide estimates of a near $50 million season for baseball broadcasting [B•T, March 7].

Early West Coast radio-tv baseball coverage survey shows extensive coverage, both of Pacific Coast League and major league games, with major league re-creations also finding favor in West Coast radio. However, despite encouraging early sales, the sponsor picture remains uncertain and will probably continue so until shortly before play starts next month.

KHJ-TV Hollywood will offer home games of both Hollywood Stars and Los Angeles Angels, with Eastside beer (Pabst Brewing Co.), Los Angeles, through Warwick & Legler Inc. there, buying a third of the PCL season starting April 5 and ending Sept. 11.

KNXT (TV) Hollywood offers CBS-TV's Saturday live major league telecasts [B•T, March 7], as yet unsponsored. The starting date depends on sale, with games to replace the educational *Psychology on Tv* at the April 2 season start if an advertiser is found, or after the program's conclusion in May, if no advertiser is immediately available. A similar situation prevails on other Columbia Tv Pacific Network stations where Falstaff beer (through Dancer-Fitzgerald-Sample) is not taking the game.

L. A. Radio Plans

Los Angeles radio coverage is firmer, with Lucky Lager Brewing Co., San Francisco (through McCann-Erickson Inc., there), sponsoring half of KMPC Los Angeles Angels season, plus four exhibition games.

Up to last week, Lucky Lager, a strong baseball advertiser last year [B•T, April 12, 1954] has also purchased full KYA San Francisco evening major league re-creations, half of KMPC's major league re-creations and some other participations.

KFWB Hollywood's entire Hollywood Stars season has been purchased by Seven-Up Bottling Co., of Los Angeles (through Mogge-Privett Inc. there), plus four exhibition games.

Major league radio re-creations will be offered on 45 Don Lee Broadcasting System stations on a cooperative basis for a Monday-Saturday afternoon two-hour edited edition from April 11 to Sept. 25.

Another entry into this field is KMPC Hollywood (see above), which will feed similar re-creations of east coast major games to 11 other Southern California stations, including KIST Santa Barbara, KUDU Ventura, KYOR Blythe, KROP Brawley, KREO Indio, KWTC Barstow, KPAS Banning, KBAB San Diego (to open by season start), KERO Bakersfield, KCSB San Bernardino and KCOY Santa Maria.

KYA San Francisco will offer major league re-creations this year and approximately five other Northern California stations will release KYA afternoon broadcasts on a cooperative basis, with an evening version on KYA alone purchased by Lucky Lager.

In San Diego, KFSD-TV will offer Saturday PCL Padre home games, with Snowflake Baking Co. there (through Phil Moore & Associates, San Francisco) as partial sponsor and full sponsor of a preceeding quarter-hour program and some spot announcements.

Full season coverage (home and away) of KSDO San Diego Padre games is sold out, with thirds to Ford Motor Co. (J. Walter Thompson Co., Los Angeles); Goebel Brewing Co., Oakland, and Home Federal Savings & Loan Assn., San Diego.

Some confusion exists in San Francisco area tv coverage. KSAN-TV San Francisco, uhf station which last season carried weekday San Francisco Seals and Oakland Oaks home games, has announced it will repeat this year, although coverage remains unsold. KPIX (TV) San Francisco, which last season carried Saturday Seals and Oaks home games, announced sales to Thom McAn shoes and Household Finance Corp. However, KOVR (TV) Stockton has announced it will telecast yet-unsponsored Wednesday and Sunday games of both Oakland Oaks and Sacramento Solons.

Radiowise, KSFO San Francisco will present the full Seals season, with half sold to Rainier Brewing Co., San Francisco. KLX Oakland Oaks full season has been sold to Goebel Brewing Co., same city, through Brooks, French, Dorrance & Smith, San Francisco.

Sacramento Solons season has not yet been sold by KFBK, that city, which only last week signed contracts with new team management.

In Portland, KPTV (TV), which found no takers for the Beavers games last year, said no coverage has been offered by the station this year. KWJJ Portland spokesmen said the station presumably would repeat last year's coverage, although yet unsponsored.

KTVW (TV) Tacoma and KOL Seattle have sold a quarter of the Seattle Rainiers 86-home-game package to Seattle Packing Co.

Other western baseball sales: Budweiser beer buys half of Pioneer League Billings (Mont.) Mustangs season on KOOK Billings; Falstaff Brewing Co., San Jose, Calif., through Dancer-Fitzgerald-Sample, San Francisco, buys the full San Jose Red Sox season on KSJO that city.

Augmenting earlier reports of plans in the East, it was announced last week that in Philadelphia WIP will feed an 18-station tri-state network in New Jersey, Delaware and Pennsylvania, with a telecast schedule of 50 weekend games scheduled. Sponsors on the WIP hookup will be Atlantic Refining Co., a leading baseball sponsor for a score of years; Ballantine beer and Tasty Baking Co.

Berend to Join W&L

FRANK A. (Bud) BEREND, assistant to John K. West, vice president in charge of NBC's Western Div., Los Angeles, will join Warwick & Legler, that city, in an executive capacity, on May 1.

Mr. Berend has been with the NBC Western Div. for the past 13 years. He was Western Div. sales manager for the network and prior to that was advertising director of the Pontiac Div. of General Motors, Detroit.

Dunford Joins Durstine

JOHN T. DUNFORD, formerly with Marschalk & Pratt Co., New York, has been appointed director of media, in charge of all broadcasting and print media, at Roy S. Durstine Inc., same city, it was announced last week. Before his association with M&P, Mr. Dunford was with Robert Conahay Inc.

Most complete money-ma program ever offered by

Great new pre-tested pla time for RCA Thesaurus su

At last, a plan that will really spark a station's sales drive . . . put more sponsored time on the air than ever before. It's the most complete . . . most thorough plan ever developed to make the toughest prospects pick your station . . . make current sponsors boost their budgets and your income.

And, there's actual proof that this outstanding program works . . . because it's been *tested* in markets of all sizes. Store traffic was increased . . . sponsors reported sales up in every case. It'll work for you and your sponsors, too . . . whether your station has been in business for years . . . or is just getting set to go on the air.

Look at what's back of this program . . . the exclusive advantages and economies that make your station's services more saleable than any other local advertising medium:

"Shop at the store with the mike on the door" plan includes 'can't-miss' features like these . . .

. . . BIG NAME THESAURUS STARS

Famous entertainers will plug the plan over your station... tell everyone listening to look for quality, service and value in the stores that are tied in with the promotion.

Nelson Eddy, host of the popular Penthouse Party, tells your sponsors' listeners about "Shop at the Store."

Sammy Kaye, who makes America 'Swing and Sway,' has a message for listeners.

Wayne King, undisputed King of waltz time, comes to town every day.

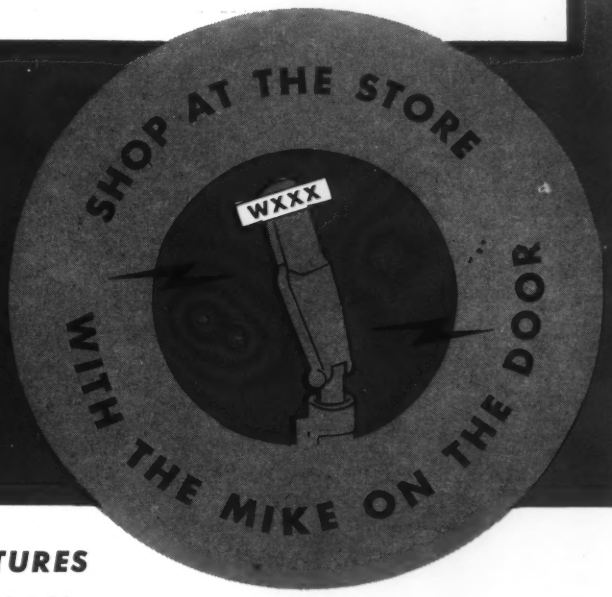
Hank Snow, top country-music name, joins your staff.

George Melachrino, leader of the famous Melachrino Strings, talks to sponsors' customers.

Freddy Martin, famous Coconut Grove maestro, is on call all 'round the clock.

...making merchandising and promotion ...by any transcription library.

...ed plan sells local radio ...us subscribers



HERE ARE JUST A FEW MORE FEATURES OF THIS EXCLUSIVE THESAURUS PLAN:

. . . ***FREE NEWSPAPER AD ART*** for your sponsors' use over their own store names. Ad mats for your station's use.

. . . ***FREE STORE DECALS*** to give advertisers who participate. They'll build business for your sponsors . . . prestige for you.

. . . ***FREE STATION SALES BROCHURE*** goes with you when you're out selling time. It gives details on the plan . . . provides you with a hard-working, effective sales tool.

. . . ***STATION OPERATING MANUAL*** tells you all about the plan . . . how to make it work for your profit. It answers all your questions about the complete, money-making operation.

THESAURUS SUBSCRIBERS! WATCH YOUR MAIL FOR FULL "SHOP AT THE STORE" DETAILS!

FREE BROCHURE

RCA recorded program services

TMKS.® ©RCA

RADIO CORPORATION OF AMERICA
RCA VICTOR RECORD DIVISION

630 Fifth Avenue, New York 20, N. Y. — JUdson 2-5011
445 N. Lake Shore Drive, Chicago 1, Ill. — WHitehall 4-3530
1016 N. Sycamore Ave., Hollywood 38, Cal.—HOllywood 4-5171
522 Forsyth Building, Atlanta 3, Ga. — LAmar 7703
1907 McKinney Avenue, Dallas 1, Tex. — RIverside 1371

SEND FOR *FREE BROCHURE* AND COMPLETE THESAURUS INFORMATION, IF YOU ARE NOT A THESAURUS SUBSCRIBER.

Mail coupon to any of the conveniently located offices listed here. Or, save time by calling or wiring and asking for your copy.

NAME_____ TITLE_____

STATION_____

STREET_____

CITY_____ ZONE____ STATE_____ B3

LATEST RATINGS

NIELSEN

TOP 10 TELEVISION PROGRAMS

Two Weeks Ending Feb. 12, 1955
Number of Tv Homes Reached

Rank	Program	Homes (000)
1.	I Love Lucy (P&G) (CBS)	17,191
2.	Bob Hope Show (NBC)	16,804
3.	I Love Lucy (P. Morris) (CBS)	16,754
4.	Toast of the Town (CBS)	16,474
5.	Jackie Gleason Show (CBS)	16,089
6.	Disneyland (ABC)	15,342
7.	Academy Award Nominations (NBC)	14,806
8.	Jack Benny Show (CBS)	14,563
9.	Dragnet (NBC)	14,237
10.	You Bet Your Life (NBC)	14,079

Per Cent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1.	I Love Lucy (P&G) (CBS)	55.1
2.	Bop Hope Show (NBC)	54.7
3.	Toast of the Town (CBS)	53.8
4.	I Love Lucy (P. Morris) (CBS)	53.7
5.	Jackie Gleason Show (CBS)	53.1
6.	Disneyland (ABC)	50.3
7.	Academy Award Nominations (NBC)	48.4
8.	Jack Benny Show (CBS)	47.7
9.	Dragnet (NBC)	46.0
10.	You Bet Your Life (NBC)	45.4

Copyright 1955 by A. C. Nielsen Co.

Gen. Mills Buys on Disney

PURCHASE by General Mills of segments of Walt Disney's scheduled daily *Mickey Mouse Club* on ABC-TV, starting Oct. 3, was officially announced by the company last week.

General Mills has bought 30 minutes of the full one-hour kids' series on Mondays, Wednesdays and Fridays for its Wheaties, Cheerios, Sugar Jets and Betty Crocker Brownie Mix.

Knox Reeves, Minneapolis, is the "producing" agency for General Mills, and handles its Wheaties and Betty Crocker mixes. William Esty Co. services Sugar Jets; Dancer-Fitzgerald-Sample handles Cheerios.

Y&R Moves Publicity Dept.

YOUNG & RUBICAM, New York, has leased the 19th floor at 41 42d St., that city, to house its public relations and publicity department, which will move over the weekend from its present ninth floor quarters at 285 Madison Ave. The radio-tv publicity department remains at 285 Madison but will be moved from the ninth to the 3d floor. The agency occupies eight whole floors and space on three additional floors at 285 Madison.

Hirshon-Garfield Names Five

IN AN AGENCY expansion, Hirshon-Garfield, New York, last week named Bruce Roberts vice president in charge of client relations; Paul Kennedy, vice president in charge of creative services; Lee Garfield, secretary and assistant director of creative services; Julius Greenberger, production manager, and Frank Vecchio, traffic manager.

National Guard Asks Bids

NATIONAL GUARD, with $300,000 advertising budget serviced for two years by Ruthrauff & Ryan, New York, has invited agencies to bid for the account. The move is one that the National Guard takes every two years.

Stark to Harris & Whitebrook

JOAN STARK, formerly chief radio-tv timebuyer for William H. Weintraub agency, has joined Harris & Whitebrook's New York office as the agency's New York representative. Miss Stark will handle the radio and tv spot buying for Golden Gift Co., Miami.

Maubert St. Georges Dies in Paris at 67

MAUBERT ST. GEORGES, 67, head of the advertising agency bearing his name, died last Monday of a cerebral hemorrhage in the St. James Hotel, Paris, while on a visit there.

Mr. St. Georges, born in Paris, attended schools in London and also studied at the Sorbonne. Until he was 35, he traveled to various parts of the world. He was an infantryman and pilot in World War I.

Later he came to the U. S. where he taught school and worked on the old *World* newspaper in New York. He began his advertising career in 1923 with N. W. Ayer & Son after traveling for several years and working on the *World* in New York.

In 1939 he formed an agency in partnership with Stanley J. Keyes. They were associated for 14 years until Mr. St. Georges retired as chairman of the board. In 1954 he came out of retirement to form his own agency.

Surviving are his widow, Miriam, and two sons, Joseph and Laurent.

A&A PEOPLE

Edward A. Cashin, vice president and account supervisor, and **Robert L. Foreman,** vice president and radio-tv dept. manager, BBDO, N. Y., elected directors.

C. B. Donovan appointed vice president of media relations, media dept., Charles W. Hoyt Co.; **D. H. Humm** named radio-tv timebuyer; **Mary Kilgallen** named spacebuyer; **Marion McDonald** appointed assistant space and timebuyer.

Raymond J. Rezek, account executive, Christiansen Adv. Agency, Chicago, named vice president.

Lee Frierson, vice president, director and plans board member, Ruthrauff & Ryan, N. Y., to Roy S. Durstine, same city, in executive capacity.

David Y. Bradshaw appointed manager, radio-tv dept., Young & Rubicam, N. Y.

Noel D. Turner, formerly with Needham, Louis & Brorby, Chicago, to Griswold-Eshleman Co., Cleveland, as creative director and consumer operations manager.

Virginia Piechocki appointed production manager and media buyer, Dick Bradley Adv., San Diego, Calif.; **Sonya Klocz** named promotion manager and copy supervisor; **Frederick C. Whitney** named public relations director; **Alfred Perper** appointed merchandising director; **Dorothy Bradley** appointed business manager; **Jean Freyer** named assistant public relations director.

Robert S. Conybeare, assistant general sales manager, Dr. Pepper Co. (soft drinks), Dallas, Tex., appointed general sales manager, A. G. Spalding & Bros. (athletic goods), N. Y.

Max Brown, sales manager, Fels & Co. (Fels-Naptha soap), Philadelphia, appointed sales director; **Henry Elser** succeeds Mr. Brown.

David H. Simonds, product advertising manager, Bolta products div., General Tire & Rubber Co., Lawrence, Mass., appointed advertising and merchandising director, succeeding **Sol Sackel.**

Paul E. Nelson, regional account executive, Gardner Adv. Co., St. Louis, promoted to farm account group radio-tv manager, succeeding **S. William Brown Jr.,** who returns to former business in radio-tv production.

COLOR

Advance Schedule Of Network Color Shows

CBS-TV

March 17 (8:30-9:30 p.m.): *Shower of Stars,* "Burlesque," Chrysler Corp. through McCann-Erickson.

April 6 (10-11 p.m.): *Best of Broadway,* Westinghouse Electric Co. through McCann-Erickson.

April 17 (11-11:15 p.m.): *Sunday News Special,* Norwich Pharmacal Co. through Benton & Bowles.

NBC-TV

March 15 (11-12 noon): *Home,* insert on Marshall Field's in Chicago.

March 16 and 23 (7-7:30 p.m.): *Norby,* Eastman Kodak Co. through J. Walter Thompson Co.

March 27 (7:30-9 p.m.): Dedication of Burbank Studio, Hazel Bishop Inc. through Raymond Spector Co., and Sunbeam Corp. through Perrin-Paus Co.

April 4 (7:30-9:00 p.m.): *Producer's Showcase,* "Reunion in Vienna," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt and Grey Adv. Agency.

April 9 (9-10:30 p.m.) *Max Liebman Presents,* Oldsmobile Div. of General Motors through D. P. Brother & Co.

[Note: This schedule will be corrected to press time of each issue of B•T.]

Charlotte Chadwick, Lewin, Williams & Saylor, N. Y., to Smith, Hagel & Snyder, same city, as account executive.

Alfred L. Pant, Grey Adv., N. Y., to Warwick & Legler, same city, as account executive.

Robert E. Sayre, account executive, Western Adv. Agency, L. A., to Edwards Agency, same city, in same capacity.

Milton S. Holx, advertising manager, hosiery div., Burlington Mills, N. Y., to Emil Mogul Co., same city, as account service group member.

Paul Greenfield to Simoniz Co. (cleaners, waxes), Chicago, as sales promotion manager effective today (Mon.).

R. A. Schlegel, petroleum industry sales manager, and **J. F. Smith,** Tulsa industrial division district manager, Minneapolis-Honeywell Regulator Co., Minneapolis, appointed associate sales managers, oil and chemical industries, industrial division.

George Cosmas, Westheimer & Block Adv. Agency, St. Louis, to creative staff, Warner & Todd Inc., same city, also serving on plan board and campaign advisory committee.

Norman Grulich, Benson & Hedges, N. Y., to Benton & Bowles, same city, as assistant account executive.

"THE MOST"...TED STEELE

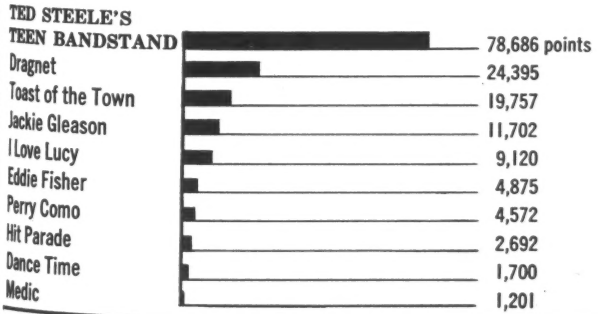
This modern teenage colloquialism sums-up TED STEELE's performance over WOR-TV, Monday thru Friday, 3:00-6:00 PM.

"THE MOST" *selling local personality—he sells his program, sells himself, sells his sponsors products.*

"THE MOST" *efficient local participating program on New York television*—THE TED STEELE SHOW *(3:00-5:00 PM) delivers 1,000 homes for only $.99.**

"THE MOST" *popular program with New York teenagers*—TEEN BANDSTAND *(5:00-6:00 PM) tops such big name favorites as "Dragnet" and "I Love Lucy."*

Here are the results of the recent independent survey which asked teenagers, "What is your favorite television program".**



Join the list of important advertisers who are already getting "THE MOST" out of their TV advertising via TED STEELE.

Art Instruction Course
Barbizon
Bonnie-Brite Wax
Buitoni Macaroni Products
Clearsil
Coca Cola
Doan's Pills
Drano
Ehlers' Coffee
Endust
Energine
Family Circle Magazine
Friend's Beans
Grand Union Stores
Gravy Master
Guardsman Furniture Polish
Haley's MO
King Sano Cigarettes
Little Bo-Pizza
Dr. Lyons
Maybelline
No Lac
Ready Gravy
Sheffield Farms Dairies
Sno Chowder & Minced Clams
Sparib Sauce
St. Joseph Asprin
Starlet
Tip Top Bread
Toni
Wearever Aluminum Foil
Wisk-O-Pad
Windex
Zippy Liquid Starch

Contact WOR-TV about low-cost participations or the many advantages and economical cost of program sponsorship.

THE TED STEELE SHOW
Monday thru Friday, 3:00-5:00 PM

TEEN BANDSTAND
Monday thru Friday, 5:00-6:00 PM

WOR-TV *Channel* 9

1440 Broadway, New York. LOngacre 4-8000

**Based on February New York Telepulse and one time cost for a one-minute announcement.*

***Teenage Survey Service, January 1955—interviews with 9400 students in New York Metropolitan public, private and parochial schools.*

FUTURE

Exciting things are happening on NBC Television—and exciting things are going to keep right on happening. Last year, NBC pioneered new patterns of network television programming. Here are a few achievements of this pioneering:

THE SPECTACULARS. These 90-minute, full color extravaganzas have become national talkpieces. Example—2 LIFE covers. They have succeeded in reaching on the average an audience of more than 11,000,000 homes. Nine Spectaculars have won Top Ten ratings.

THE GEORGE GOBEL SHOW. The search for fresh new talent brought George Gobel to NBC Television. Before the season was half over, this young man with the new style had become one of America's top comedians; his turns-of-phrase a part of the language.

MEDIC. These authentic dramas of the world of medicine have won for the program award after award, as well as the flattery of industry-wide imitation and national recognition.

TONIGHT. The last hours of the day were revitalized by Steve Allen. For sponsors, the program offers an opportunity to talk to vast, adult, Class A audiences at Class C rates, for the last impression that lasts.

This season the average NBC Television nighttime

INDICATIVE

program has delivered over 500,000 more homes than the next network.

NBC Television is now pressing ahead with plans for next season. Last year's originality will be continued and extended, and there are dozens of new ideas, all designed to move television forward in pace, originality, liveliness—excitement!

We don't say "wait till next year," because you don't have to wait—sponsors can become part of this new, living television *today*. Meanwhile, tomorrow's planning is in full swing. For the wise advertiser, NBC's present is imperative—and indicative of the future.

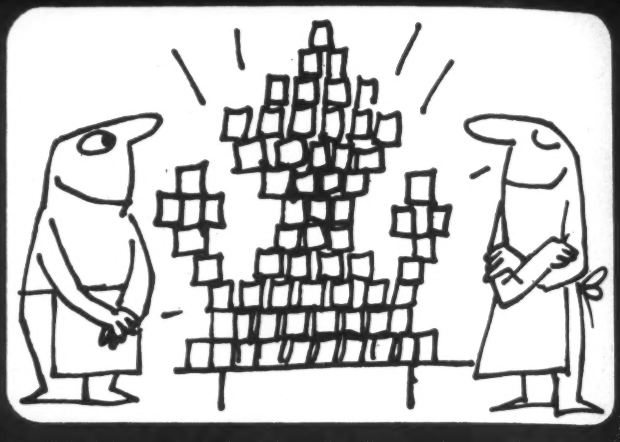
SOURCES: *Sept. Report II, 1954-Jan. Report II, 1955, A. C. Nielsen Co.*

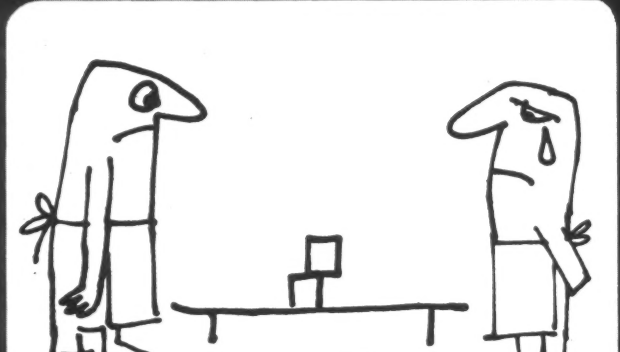
exciting things are happening on

NBC TELEVISION

a service of RCA

We're selling more food in hungry San Diego.





27% more than in 1951
for a 1953 total of $183,855,000! *(Sls. Mgt. 1952-54)*

More than is sold in Miami,
Indianapolis or New Orleans!

We've got more people, making more, spending more
and watching Channel 8 more than ever before!

KFMB ABC CBS **TV**

WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

KWTV Cameraman Devises New Film Rig

Shoulder saddle arrangement permits one cameraman to handle sound-on-film operation while remaining mobile.

KWTV (TV) Oklahoma City last week unveiled a new one-man-operated rig designed to permit a cameraman working alone to do the nearly impossible news film job of getting local spot events recorded sound-on-film.

The several pieces of comparatively bulky photographic equipment have been consolidated into an aluminum shoulder saddle, lined with sponge rubber and worn over the photographer's right shoulder. The unit was designed and built by Staff Photographer Bill Horton. He has applied for a patent.

Using an Auricon Cine-Voice, the photographer attaches wet cell batteries to the rear of the saddle and an audio control panel to the front. The camera itself is mounted on a platform bolted to the top of the saddle.

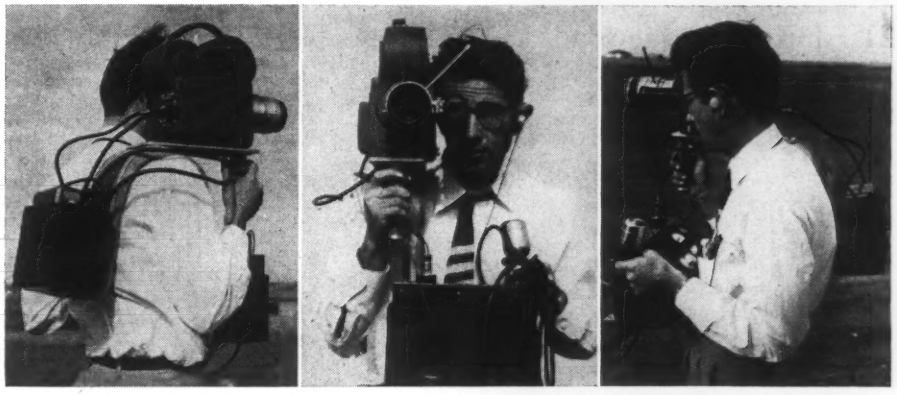
Audio is monitored by a dictaphone-type earpiece, cutting down the usual headset size. The view finder automatically sets in front of the photographer's right eye.

The power is controlled by a thumb-compressed button attached to the aiming and steadying handle. In short, the right hand aims and actuates while the left hand controls audio.

Power is boosted to 110 volts by means of a vibrator contained in a case attached just above the batteries. The special batteries are cut-down Frezzo Light power units.

Primary benefit of the rig is its use in situations where sound-on-film is needed, but time, space or circumstances do not allow the standard tripod arrangement.

According to KWTV News Director Bruce Palmer, the shoulder saddle puts the sound-on-film news photographer on an almost even competitive basis with the cameraman using the much smaller and more portable silent motion picture camera.



KWTV (TV) staff photographer Bill Horton demonstrates his one-man rig for sound-on-film news coverage which does away with necessity of tripod arrangement.

Savage, Cole Appointments Announced by Guild Films Co.

APPOINTMENTS of David Savage as assistant to the president of Guild Films Co. and John J. Cole as western division sales manager were announced last week by Reub Kaufman, Guild Films president.

Mr. Savage also will continue to serve as Guild's liaison official with the Vitapix Corp., with which the film production and distribution company has a working agreement. He joined Guild last fall from NBC, where he was director of film procurement. He previously had served in a similar post with CBS.

Mr. Cole, who will report to Manny Reiner, sales director of Guild, joins the company from Motion Pictures for Television, the firm from which Guild recently assumed $13 million worth of feature film contracts for television. Mr. Cole had worked for MPTV since 1952 and had served as central division manager in Chicago and western division manager in Hollywood.

Last week Guild moved into new headquarter offices at 460 Park Ave., New York 22. A spokesman said Guild will have more than 15,000 square feet of space with 62 offices and will operate under a 10-year lease involving a $750,000 rental. Vitapix Corp. has its own offices in the same building.

Two Prockter V.P.'s Resign, Form Pyramid Productions

FORMATION of Pyramid Productions by Everett Rosenthal and Leonard Loewenthan, vice presidents of Prockter Television Enterprises Inc., was announced last week. Messrs. Rosenthal and Loewenthan have resigned from Prockter to establish the new tv production firm, which will be located at 1 East 57th St., New York, effective March 21.

Pyramid will specialize in the creation and production of tv programs, live and on film, for network showing and syndication. Mr. Rosenthal will serve as president and Mr. Loewenthan as executive vice president and general counsel. At Prockter, Mr. Rosenthal was executive producer of *The Big Story, Treasury Men in Action, The Man Behind the Badge, International Police* and *Pepsi-Cola Short Short Dramas*. Mr. Loewenthan was general counsel in charge of financing.

Shayon Replaces Rosenthal As 'Big Story' Producer

APPOINTMENT of Robert Lewis Shayon as producer of *The Big Story*, tv film series, was announced last week by Bernard J. Prockter, president of Prockter Television Enterprises Inc., which produces the show. Mr. Shayon replaces Everett Rosenthal who has resigned to form his own production company with Leonard Loewenthan, formerly Prockter's general counsel (see story above). The new general counsel for the firm is Phillips, Nizer, Benjamin & Krim, Mr. Prockter announced.

Mr. Shayon was at one time with CBS as writer, director and producer on *You Are There*. He won a Sylvania award in 1952 for "creative technique in programming" in the tv series, *The Whole Town Is Talking*.

'Science Theatre' Sales Reach 58 as Three Buy

TOTAL SALES of *The Science Fiction Theatre* reached 58 last week, according to M. J. Rifkin, Ziv Television Programs vice president in charge of sales, who reported Emerson Drug Co. (for Bromo Seltzer) will sponsor the program in 20 major markets and PictSweet Foods in 11 markets, some of which are in association with Olympia Brewing.

Emerson, through Lennen & Newell, will begin *Science* in early April as a replacement for its *Janet Dean, Registered Nurse*. Markets include New York, Philadelphia, Washington (D. C.), Baltimore, Detroit, Chicago, St. Louis and Salt Lake City. The firm also bought Ziv's *I Led Three Lives* for showing in San Francisco and Los Angeles and the *Eddie Cantor Comedy Theatre* in Portland, Ore. PictSweet, through Brisacher, Wheeler & Staff, San Francisco, purchased *Science* in Sacramento, Fresno, Denver, Tucson, Los Angeles, San Francisco, San Diego, Portland (Ore.), Seattle and Salt Lake City (where it co-sponsors with Emerson). Olympia Brewing Co., which also is sponsoring the show in some markets in association with PictSweet, has expanded, through Botsford, Constantine & Gardner, Seattle, its original buy of seven west coast markets, to a total of 16 stations. Serutan Corp., through Edward Kletterer & Assoc., bought the program in Cincinnati, Dayton and Columbus, Mr. Rifkin said.

VanCoevering Adds 7 Markets

ADDITION of seven new markets, bringing the total to 14 for its *Adventures-Out-of-Doors* tv film series, has been announced by VanCoevering Productions, Chicago. New markets include: KTXL-TV San Angelo, Tex.; KOOK-TV Billings, Mont.; WJBF-TV Augusta, Ga.; WGVL (TV) Greenville, S. C.; WISH-TV Indianapolis, and WKAR-TV (Michigan State College) East Lansing, Mich. According to Al LeVine, VanCoevering sales manager, new merchandising plans—which include color prints for use by sponsors at point of sale or local community showings as well as booklets and sales "helps"—have been responsible for the stepped up sales.

MCA-TV Forms New Unit

AS PART of MCA-TV Film Syndication's "after sale audience promotion" campaign, designed to service clients after sales have been made, Frank McMahon, director of advertising and sales promotion, announced creation of a new station relations department to be headed by Heyward Ehrlich. Mr. Ehrlich, who has served MCA-TV in audience promotion, publicity and merchandising capacities, will be responsible for audience promotion activities for stations carrying MCA-TV Film Syndication's 22 properties.

Howard Berk, who has been with MCA in its publicity department, has been named eastern publicity manager of the film syndication divi-

Technicolor Inc. to Make 21 Films for 'Disneyland'

WALT DISNEY Productions has contracted for 21 ABC-TV *Disneyland* color films from Technicolor Inc., TI announced in its current annual report. Additionally, Technicolor Inc. has produced two experimental films, "The Big Team Rolls" for CBS-TV's syndicated *Death Valley Days* and "Big Little Jesus" for NBC-TV's *Dragnet*.

An appraisal of the steps to be taken in regard to the future of color tv is being made, the company also reported.

Research on the use of magnetic tape for pictures was expanded during 1954, but the organization believes that it will be "many years" before the method is usable for theatre screen showing.

Trinity Dubs MCA-TV Films

DETAILS of an agreement were announced last week under which Trinity Telefilms Ltd., Paris, will dub French into the 22 properties of MCA-TV Film Syndication, New York. The first series to be dubbed will be *I Am the Law*.

The agreement was negotiated in Paris by David Stein, head of the Paris office of MCA-TV Film Syndication, and Jean Paul Blondeau, president of Trinity Telefilms. The latter company maintains headquarters at Boulevard Hausman, Paris.

Breweries Expand 'Cantor'

TOTAL SALES on the *Eddie Cantor Comedy Theatre* have reached 222, largely because of expansion in markets by Griesedieck Bros., St. Louis, and Drewrys Ltd., South Bend, both breweries, M. J. Rifkin, vice president in charge of sales for Ziv Television Programs, has announced. Griesedieck, which originally had purchased the program for St. Louis and Kansas City, has added 12 markets in Missouri, Illinois, Kansas, Arkansas and Indiana. Drewrys has expanded its total list of markets to 14 midwestern cities, including Chicago, Detroit, Indianapolis, Toledo and Fort Wayne.

'Disneyland' Repeats Begin

REPEAT telecasts of 15 *Disneyland* shows on ABC-TV will begin Wednesday, 7:30-8:30 p.m. EST, the same time slot which the regular series has occupied. *Disneyland*'s current advertisers also will sponsor the reruns. They are: American Dairy Assn., through Campbell-Mithun Inc.; American Motors Corp., through Geyer Adv. for Nash-Kelvinator Corp.; the same firm for Hudson Motor Car Co., through Brooke, Smith, French & Dorrance Inc., and Derby Foods through McCann-Erickson Inc.

FILM SALES

Interstate Television Corp., Baltimore, has sold *Little Rascals* to WBAL-TV Baltimore, KFJZ-TV Fort Worth, Tex., and WTTV (TV) Bloomington, Ind., bringing total markets to 40.

FILM DISTRIBUTION

Association Films, N. Y., reports 110 tv stations have requested free prints of new film, *Helping the Taxpayer—What Happens When the Government Questions Your Tax Return,* produced by American Institute of Accountants in cooperation with Internal Revenue Service, available from firm's Tele-Div., 347 Madison Ave., N. Y. 17.

U. S. Coast Guard has produced *Guard Against Sabotage,* color film cleared for tv, depicting USCG's port security program, showing what sabotage is and how citizens can lend Coast Guard and other government agencies support in strengthening security of country. Available on request to chief, public information div., U. S. Coast Guard, Washington 25, D. C., or Coast Guard district offices.

United Producers-Distributors, Hollywood, has signed contract with Hollywood Film Enterprises, same city, to distribute series of 27 cartoons.

Photo Enterprises Inc., Wichita Falls, Tex., is releasing to tv stations new 13 quarter-hour color series, *Let's Go Golfing,* featuring golfer Byron Nelson.

FILM PRODUCTION

Bert S. Gittins Adv., Milwaukee, has prepared for Allis-Chalmers Mfg. Co. (power, electrical, industrial, agricultural equipment), same city, especially-adapted black-and-white, 13-minute-40-second, sound track-narrated tv film version of "Return to Eden," documentary motion picture telling story of soil conservation districts and land capabilities, including footage representing nearly every section of U. S. Film is available on request of tv version, Allis-Chalmers, tractor div., film library, Milwaukee 1.

Ziv Television Programs Inc., N. Y., has signed John Warren Adams to prepare tv adaptation of Anna Sewell's "Black Beauty," to be used as basis of new film series, expected to go into production shortly at Ziv Tv's new L. A. studios.

FILM PEOPLE

Edward R. Beach, vice president and secretary, Benton & Bowles, N. Y., to International Affiliates Inc. (foreign motion picture and tv film producer and foreign film producers U. S. representative), N. Y., as vice president and director.

Eugene Shuftan to Plucer Studios, N. Y., as vice president in charge of new motion picture and tv division.

Avner Rakov, program manager, WBZ-WBZA Boston - Springfield, Mass., to Master Motion Picture Co. (tv and industrial films), Boston, in executive and production directorship effective today (Mon.).

MR. RAKOV

George Turner, film director, DuMont Television Network, to Tv Inc., N. Y., as executive assistant to vice president and general manager.

Robert F. Metzler, former manager, location dept., 20th Century-Fox, L. A., to NBC Film Div., N. Y., as west coast-produced programs production supervisor.

F. D. Sharkey to Telecine Film Studios Inc., Park Ridge, Ill., as photography director.

Charles Keilus, west coast representative, Studio Films Inc., N. Y., to western div., Official Films Inc., N. Y., servicing northwest region.

Margery Kerr, DuMont Television Network, named New York area sales representative, Guild Films Co., N. Y.

TNT Closed-Circuit Network In 41 Cities Coast-to-Coast

FANSHAWE LINDSLEY, general sales manager of TNT (Theatre Network Television) Tele-Sessions, New York, announced last week a coast-to-coast closed-circuit tv network for business meetings is now based in 41 principal cities throughout the U. S.

The cities are: Albany, Atlanta, Baltimore, Birmingham, Boston, Buffalo, Charlotte, N. C., Chicago, Cincinnati, Cleveland, Columbus, Dallas, Dayton, Denver, Des Moines, Detroit, Houston, Jacksonville, Kansas City, Los Angeles, Louisville, Memphis, Milwaukee, Minneapolis, Newark, New Orleans, New York, Oklahoma City, Omaha, Philadelphia, Pittburgh, Portland, Ore., Richmond, Rochester, St. Louis, Salt Lake City, San Francisco, Seattle, Syracuse, Toledo and Washington.

Mr. Lindsley said the network was the outcome of "the largest single purchase of closed-circuit projection equipment made to date." The equipment was built to TNT's specifications by General Precision Equipment Corp. and is operated under contract to TNT by the RCA Service Co. The TNT picture size offered by the new equipment ranges on the average from 7 x 9 ft. to 15 x 20 ft., depending on size of audiences. In addition to the 41 cities serviced by the network, Mr. Lindsley said a supplemental pool of TNT equipment is available in the event additional cities are desired.

Capitol Records Income Up Despite Decline in Sales

DESPITE a slight sales decline during 1954, net income of Capitol Records Inc., Hollywood, and its subsidiaries slightly exceeded that of the preceeding year, Glenn E. Wallichs, firm president, has reported.

The steady sales rise that was noted during the previous five years last year fell 5% below the all-time high in 1953, with $16,044,780 reported in 1954 against the 1953 level of $16,941,230. However, 1954 net income reached $733,718, against $690,154 during the preceding year. Capitol executives also announced a 15-cents-a-share regular quarterly dividend on common stock, payable March 31, and a similar 65-cents-a-share dividend on $2.60 preferred stock, payable April 1.

The annual stockholders report also highlights Capitol developments during the past year, including start of construction on the firm's new Hollywood building and establishment of a wholly-owned Canadian distribution company.

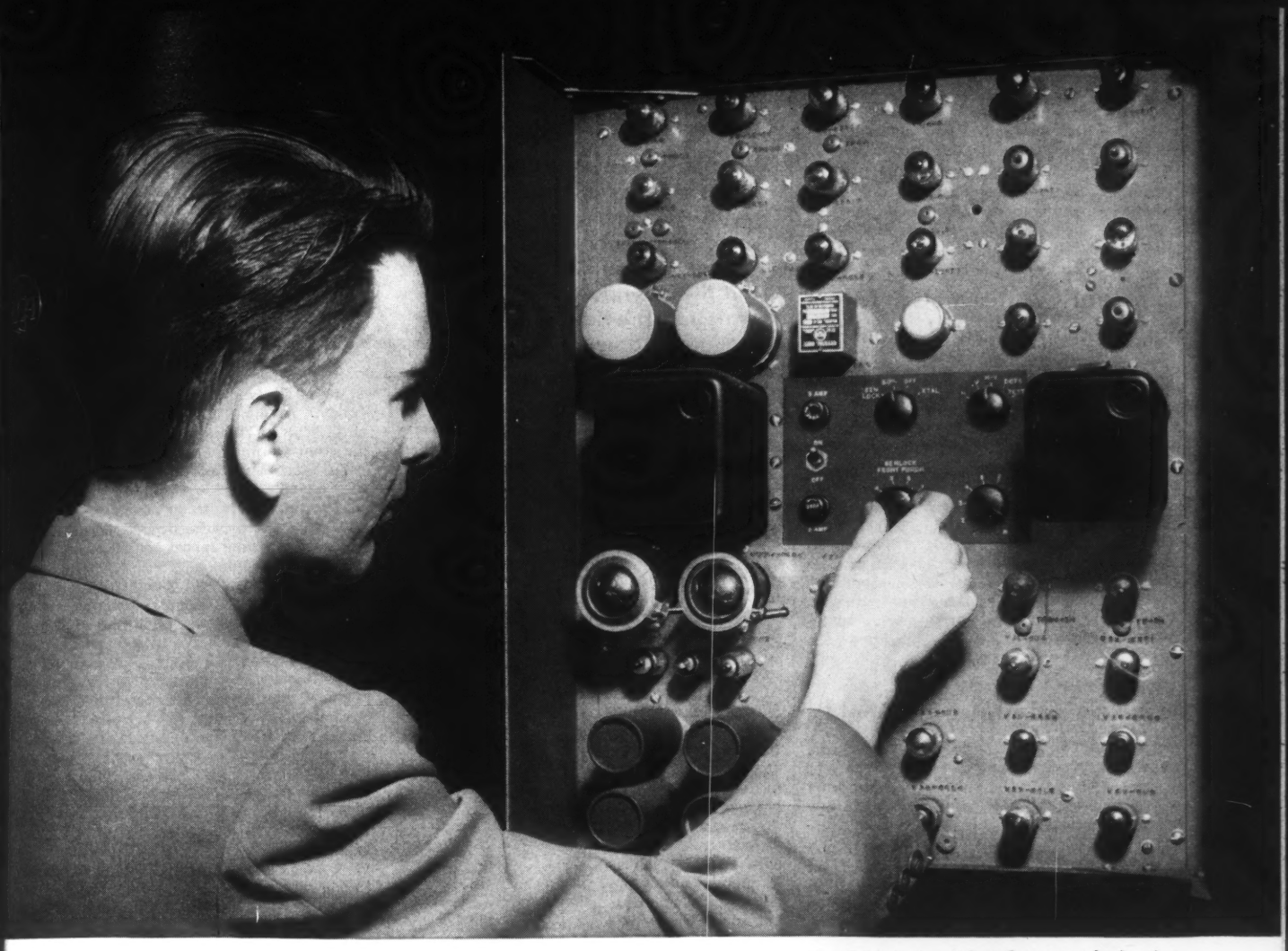
Bonfig Sees Extravaganzas As Regular Toll-Tv Fare

VIEWERS would be able to witness a "succession of Broadway productions" each year instead of an occasional presentation like NBC-TV's "Peter Pan" if the FCC approves subscription television as a commercial service, a Zenith Radio Corp. executive said last week.

In an address before the Chicago chapter of Robert Morris Assoc. Tuesday, H. C. Bonfig, Zenith vice president for sales, predicted toll tv could offer anywhere from 50 to 200 opening-night performances "at a fraction of box office cost" and "uncluttered with commercial matter."

Mr. Bonfig noted it took "the combined advertising resources of Ford and RCA" to make an estimated $600,000 budget possible for last Monday's showing of "Peter Pan" in compatible color. He described it as a "once in a blue moon" kind of show.

Mr. Bonfig asserted that CBS' announcement of a 21-inch rectangular color tube means that the RCA 21-inch round race tube is "already obsolete." He added: "We understand



New RCA single-unit Sync Generator takes less than one-third the rack space needed by other sync systems

Smallest, finest Studio Sync Generator ever built!

RCA *Type TG-2A*

COMPLETELY NEW THROUGHOUT—and incorporating a revolutionary new multivibrator circuit—Type TG-2A is, we believe, the *ultimate in synchronizing generators.* It combines all synchronizing functions into a single chassis (includes a Genlock, a Dot Generator, a grating generator, and a regulated power supply). It takes only 21 inches of rack space (one-third that required by other sync generators)—is so compact you can easily install two of these units (one a stand-by) and an RCA changeover Switch MI-26289 in a single rack. It uses fewer tubes than other sync generators (38 miniatures, 2 rectifiers). And, of course, the TG-2A can be operated in conjunction with a Color Frequency Standard.

RCA Type TG-2A's are now available for all TV stations—VHF and UHF. For technical details and delivery information, talk to your RCA Broadcast Sales Representative.

Only RCA's TG-2A has these features

- In a SINGLE standard chassis it includes: —a synchronizing generator, Genlock, dot generator, grating generator, regulated power supply
- Entire unit takes only 21 inches of rack space
- Only 4 operating controls
- Adjustable pulse output voltages
- Pulse outputs have sending end-terminations
- Adjustable "front porch" width
- Operates with Color Frequency Standard
- Can be remotely-switched to Genlock operation
- Provides Dot Convergence Pattern
- Fewest tubes of any sync generator (38 miniatures, 2 rectifiers)
- Test jacks for circuit checking
- Pulse widths and delays STABILIZED against tube aging
- Choice of 5 ways to control basic frequencies
- Characteristics more than meet FCC and RETMA standards

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT CAMDEN, N.J.

from various sources that RCA has already faced up to this fact and is now planning production of tubes similar to the CBS model."

Mr. Bonfig also commented on the limitless horizons of "radionics" and claimed that of all equipment manufactured for leisure time use, "radionics" gave the public the greatest dollar value in 1954.

Community Antenna Operators Hold Second Annual Meet

SECOND ANNUAL forum on community television was to be held last Saturday at the William Penn Hotel in Pittsburgh, with about 100 community antenna operators from Pennsylvania, Ohio and West Virginia in attendance.

List of speakers included E. Stratford Smith, executive secretary of the National Community Television Assn., Washington; Ralph M. Fratkin, secretary of the Philadelphia Tax Review Board, and Caywood C. Cooley, assistant to the president; Robert J. Tarlton, chief of construction, community operations division, and Robert Vendeland, sales promotion manager, all of Jerrold Electronics Corp. (master antennas), Philadelphia. Jerrold sponsored the forum.

DeSylva's Capitol Stock Sold

SALE of 80,025 shares of Capitol Records Inc. common stock owned by the estate of the late George G. (Buddy) DeSylva, with a reported value of over $1.4 million, was approved in Los Angeles Superior Court last week.

The stock will be sold to Electrical Musical Industries Ltd., London, under terms of an agreement to give EMI controlling interest in Capitol [B•T, Jan. 17]. Sale of the DeSylva stock block, at an agreed price of $13 a share, will give EMI actual control of Capitol, although the British firm has announced that Capitol will remain an independent operation under its present officers.

PROGRAM SERVICE PEOPLE

Hal B. Cook, national sales manager and vice president, Capitol Records Distributing Corp., N. Y., to Columbia Records Inc., same city, as sales director, succeeding **Paul J. Wexler,** vice president in charge of sales, who will be assigned other duties; **Herbert M. Greenspon,** Columbia manufacturing director, additionally assumes duties of technical operations head; **William S. Bachman,** research and development director, assumes new duties of engineering research director.

Larry Buskett, executive vice president, Clubtime Productions Inc. ("voice-track" record introductions), Hollywood, appointed to head newly-created station sales management-consultant service department.

Milton P. Kayle to Stone Assoc. (radio-tv programs packagers and merchandisers), N. Y., as partner, counsel and merchandising executive.

Jesse C. Bogue, Chicago bureau manager, United Press, appointed news editor, central div., Chicago; **R. W. Brune,** Detroit bureau manager, named Michigan manager.

Lawrence Crolius, producer-director, Master Video Systems Inc., N. Y., named executive producer.

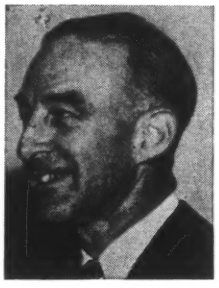
Robert Jay Burton, vice president, BMI, and BMI Canada general manager, named chairman, radio-tv div., 1955 fund campaign, Legal Aid Society.

ANA MEETING TO START WEDNESDAY

Three-day closed-door workshop sessions are to take place with agency and industrial leaders giving talks. A wide variety of subjects are listed on the agenda; a visual presentation preview and the unveiling of a new Gallup measuring technique also are scheduled.

NATIONAL advertisers spending a heavy share of the nation's time and space dollars are meeting this week at The Homestead, Hot Springs, Va., to work out ways of getting more for their advertising money. About 450 delegates and their wives are expected to attend.

From the time Paul West, Assn. of National Advertisers president, opens the three-day meeting Wednesday morning, up until a radio-tv session Friday afternoon, these top officials of several hundred major advertisers will take part in a series of workshop sessions. Many of the conferences, including the radio-tv discussion, will be held behind closed doors. ANA in recent years has been inviting media and agencies to its annual meetings in New York, but when its members hole up in the Virginia mountains they want a chance to kick around media and agency facilities in an effort to solve their own problems.



MR. WEST

E. G. Gerbic, vice president of Johnson & Johnson and chairman of the ANA board, will preside at the meetings. Mr. Gerbic also is chairman of the ANA Advertising Management Committee.

Speakers in the management discussions Wednesday, will include: William B. Smith, vice president of Thomas J. Lipton Inc., on "Developing a Basis for Sound Advertising Planning"; Howard Marple, Monsanto Chemical Co. public relations director, on "Wanted! Talent Scouts With Divining Rods," and Paul Gerhold, vice president of Foote, Cone & Belding, who will unveil a new research technique for plotting advertising effectiveness.

On Thursday's Agenda

Creative and merchandising techniques will be discussed Thursday. Charles Brower, BBDO executive vice president, will give his ideas of creative planning in an address titled, "If I Were an Advertising Manager Today." Art Tatham, president of Tatham-Laird, will discuss ways to meet the challenge of increased volume and pressure on advertising. using antiquated equipment. George Staudt, advertising and sales promotion manager of Harnischfeger Corp. (building equipment), will cite an outstanding "success story" with consumer and industrial advertising application and show how creative thinking and planning operated in a competitive market.

Edward Richer, vice president of Grey Adv. Agency, will offer an approach to better merchandising, using the topic, "How to Get 33% More Value From Your Advertising Dollars." David Kutner, Motorola Inc. advertising and sales promotion director, will present a case history titled "One Plus One Equals 300,000," telling how Motorola and B. F. Goodrich retailers pooled their efforts on a tv program which was parlayed into a traffic-building promotion. Philip Kelly, vice president and managing director of Chivas Bros., will tell "How to Get Excitement Into Your Merchandising."

The Friday session will be marked by an off-the-record preview of the Joint ANA-AAAA Committee visual presentation, "Better Marketing, Better Advertising, Selling, Promotion & Research Is the Key to Economic Growth Today." William H. McKeehan, vice president of J. Walter Thompson Co. and chairman of the Joint Committee, will preview the offering.

Dr. George Gallup, Opinion Research Corp., will unveil newly-developed and tested techniques which measure the actual sales impact of both print and broadcast media for determining which advertising appeal actually resulted in a sale to a consumer.

Product design will be discussed by John Breen, Raymond Loewy Associates. Barry Ryan, board chairman of Ruthrauff & Ryan, will offer a dramatic presentation on advertising appeals. William Randolph Hearst Jr. will discuss Russian developments on the basis of personal interviews behind the Iron Curtain.

Chairman of the ANA radio-tv steering committee is Rex Budd, advertising director of Campbell Soup Co. Other members are: Max Banzhaf, Armstrong Cork Co.; John H. Boyle, Reynolds Metals Co.; Walter Craig, Pharmaceuticals Inc.; Henry Gorski, P. Ballantine & Sons; R. M. Gray, Esso Standard Oil; Albert Halverstadt, Procter & Gamble Co.; C. J. Hibbard, Pet Milk Co.; Palmer McKay, Sun Oil Co.; Stanley Pulver, Lever Bros.; A. Craig Smith, Gillette Safety Razor Co.; W. M. Stedman, American Home Products Corp.; H. S. Thompson, Miles Laboratories Inc.; Frank Tucker, B. F. Goodrich Co., and Joseph Wicker, Centaur-Caldwell Div., Sterling Drug Inc.

NARTB RADIO BOARD HAS 56 NOMINEES

Fourteen positions will be open. Ballots are to be mailed next week and must be returned by April 7.

FIFTY-SIX nominees for 14 upcoming vacancies in the NARTB Radio Board were selected by the association membership in nominating procedure last week, according to Secretary-Treasurer C. E. Arney Jr. Final ballots will be mailed to member radio stations March 21, returnable April 7.

The vacancies, which open at the May convention, are: one director for each of the nine odd-numbered districts; two at-large directors for large stations and one each for medium, small and fm stations.

Seven nominees were picked in two classes and four in three, Mr. Arney said. They must decide by March 16 which nomination they will accept. Nominees not desiring to accept any nomination must make their decision by that time, he said.

The list of nominees follows:

Dist. 1—John J. Hurley, WNEB Worcester, Mass.; Herbert L. Krueger, WTAG-AM-FM Worcester, Mass. (incumbent), and William B. McGrath, WHDH-AM-FM Boston.

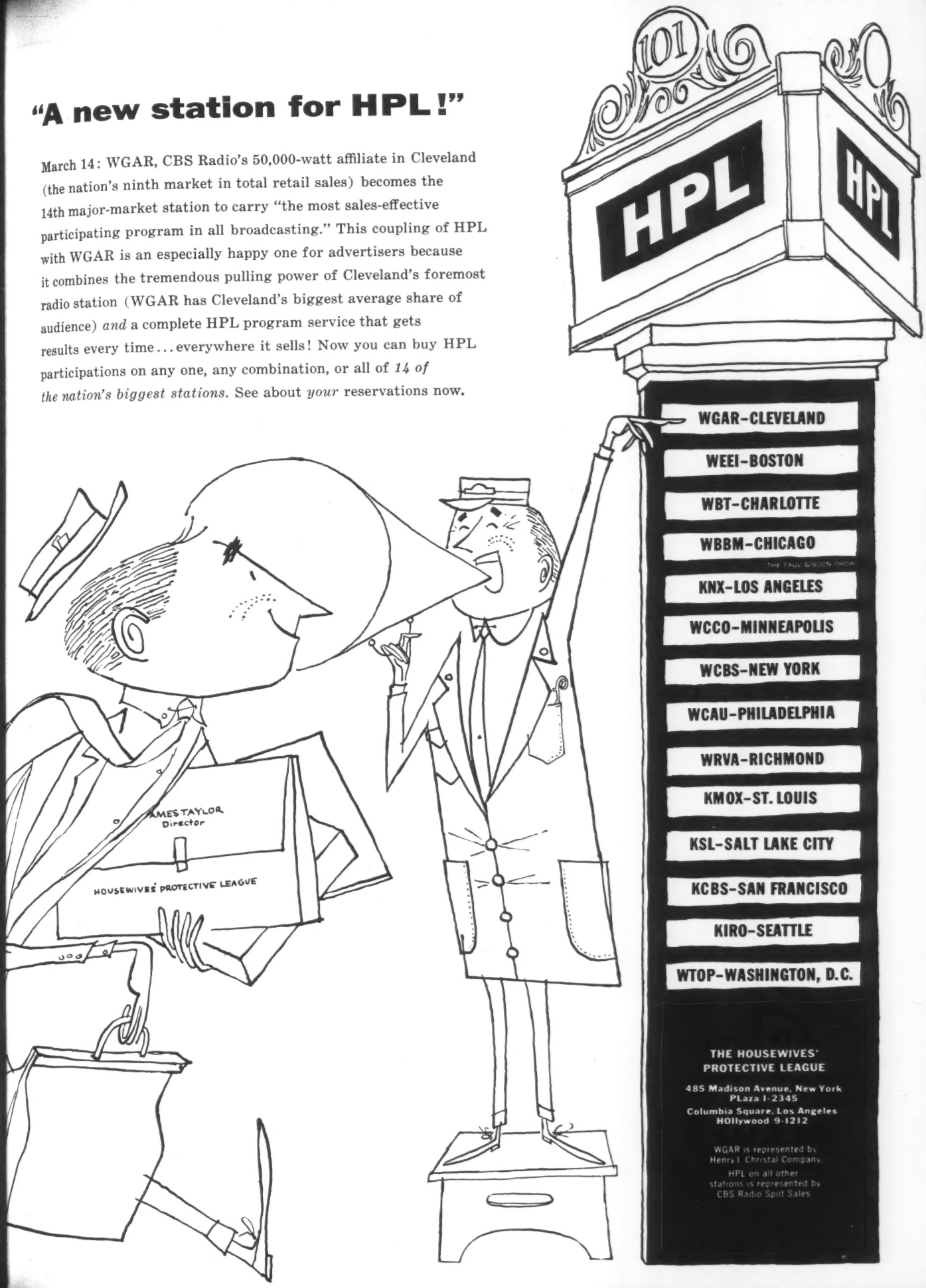
Dist. 3—George H. Clinton, WPAR-AM-FM Parkersburg, W. Va. (incumbent); Victor C. Diehm, WAZL-AM-FM Hazleton, Pa., and David Potter, WNAE-WRRN (FM) Warren, Pa.

Dist. 5—W. Walter Tison, WALT Tampa, Fla., and Owen F. Uridge, WQAM-AM-FM Miami.

Dist. 7—Eugene Carr, WHBC-AM-FM Canton.

"A new station for HPL!"

March 14: WGAR, CBS Radio's 50,000-watt affiliate in Cleveland (the nation's ninth market in total retail sales) becomes the 14th major-market station to carry "the most sales-effective participating program in all broadcasting." This coupling of HPL with WGAR is an especially happy one for advertisers because it combines the tremendous pulling power of Cleveland's foremost radio station (WGAR has Cleveland's biggest average share of audience) *and* a complete HPL program service that gets results every time... everywhere it sells! Now you can buy HPL participations on any one, any combination, or all of *14 of the nation's biggest stations.* See about *your* reservations now.



THE HOUSEWIVES' PROTECTIVE LEAGUE

485 Madison Avenue, New York
PLaza 1-2345
Columbia Square, Los Angeles
HOllywood 9-1212

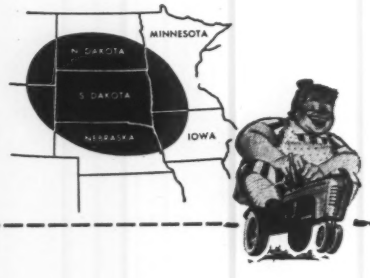
WGAR is represented by Henry I. Christal Company.

HPL on all other stations is represented by CBS Radio Spot Sales.

It's a FIXED race

in the land where TV means "taint-visible"

NO doubt about it, radio's a sure thing in Big Aggie land. 660,950 families are staunch radio fans in the rich, 5-state Great Upper Missouri Valley. TV stands for "taint-visible" in Big Aggie Land; and no one newspaper can stride this wide land day by day like radio. And far in the lead by several lengths is WNAX-570. So whatever media you consider in other markets, there's only one low-cost, high-return way to get your share of the $2.8 billion buying income in Big Aggie Land - and that is WNAX-570.



WNAX-570

Yankton, South Dakota

A Cowles station. Under the same management as KVTV, Channel 9, Sioux City: Iowa's second largest market. Don D. Sullivan, Advertising Director

CBS Radio

Represented by the Katz Agency

Ohio; F. E. Lackey, WHOP-AM-FM Hopkinsville, Ky. (incumbent); Robert T. Mason, WMRN-AM-FM Marion, Ohio, and Gene Trace, WBBW Youngstown, Ohio.

Dist. 9—Charles C. Caley, WMBD-AM-FM Peoria, Ill., and William Holm, WLPO LaSalle, Ill.

Dist. 11—F. E. Fitzsimonds, KFYR Bismarck, N. D. (incumbent), and F. Van Konynenburg, WCCO Minneapolis.

Dist. 13—Ray Herndon, KTRH-AM-FM Houston, and Alex Keese, WFAA Dallas.

Dist. 15—William D. Pabst, KFRC San Francisco (incumbent), and Alan Torbet, KSFO San Francisco.

Dist. 17—Thomas C. Bostic, KIMA Yakima, Wash.; Richard M. Brown, KPOJ-AM-FM Portland, Ore. (incumbent), and Frank H. Loggan, KBND Bend, Ore.

Large Stations (two to be elected)—Ralph Evans, WHO-AM-FM Des Moines, Iowa, Robert B. Hanna Jr., WGY-WGFM (FM) Schenectady, N. Y.; Alex Keese WFAA Dallas; John M. Outler Jr., WSB-AM-FM Atlanta; John F. Patt, WJR-AM-FM Detroit, and Clyde W. Rembert, KRLD-AM-FM Dallas.

Medium Stations—William J. Beaton, KWKW-AM-FM Pasadena, Calif.; J. J. Bernard, WGR Buffalo; Carl J. Burkland, WAVY Portsmouth, Va.; Eugene Carr, WHBC-AM-FM Canton, Ohio; R. O. Dunning, KHQ Spokane, Wash.; Robert D. Enoch, WXLW Indianapolis; Michael R. Hanna, WHCU-AM-FM Ithaca, N. Y.; Jack Harris, KPRC-AM-FM Houston; Cecil B. Hoskins, WWNC Asheville, N. C.; Rex Howell, KFXJ Grand Junction, Colo.; Herbert L. Krueger, WTAG-AM-FM Worcester, Mass.; Frank H. Loggan, KBND Bend, Ore.; William D. Pabst, KFRC San Francisco; James D. Russell, KVOR Colorado Springs and Robert R. Tincher, KRNT-AM-FM Des Moines.

Small Stations—John Alexander, KODY North Platte, Neb.; Matthew H. Bonebrake, KOCY Oklahoma City; Carleton Brown, WTVL Waterville, Me.; Bud Chandler, KFLW Klamath Falls, Ore.; Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.; Simon Goldman, WJTN-AM-FM Jamestown, N. Y.; James L. Howe, WIRA Fort Pierce, Fla.; F. E. Lackey, WHOP-AM-FM Hopkinsville, Ky.; Lee Little, KTUC Tucson, Ariz.; Robert T. Mason, WMRN-AM-FM Marion, Ohio; William Wayne Phelps, KALG Alamagordo, N. M.; Ben B. Sanders, KICD Spencer, Iowa and A. E. Spokes, WJOY Burlington, Vt.

FM Stations—Eugene Carr, WHBC-AM-FM Canton, Ohio; S. A. Cisler, KXKX (FM) San Francisco; Donald K. deNeum, WRRD (FM) Ithaca, N. Y.; Victor C. Diehm, WAZL-AM-FM Hazleton, Pa.; Simon Goldman, WJTN-AM-FM Jamestown, N. Y.; Raymond S. Green, WFLN (FM) Philadelphia; Michael R. Hanna, WHCU-AM-FM Ithaca, N. Y.; F. E. Lackey, WHOP-AM-FM Hopkinsville, Ky.; J. R. Livesay, WLBH-AM-FM Mattoon, Ill.; Robert T. Mason, WMRN-AM-FM Marion, Ohio; William B. McGrath, WHDH-AM-FM Boston; George Volger, KWPC-AM-FM Muscatine, Iowa; Edward A. Wheeler, WEAW-AM-FM Evanston, Ill., and Jay W. Wright, KSL-AM-FM Salt Lake City.

$1 MILLION BUDGET SEEN BY RAB IN '56

Group seeks 100 new members. Meeting names Robert W. Sarnoff to board of directors and executive committee.

RADIO ADVERTISING Bureau's executive committee last week approved a plan that would extend station membership to a level yielding a $1 million budget in 1956 and also gave a go-ahead signal to a series of major research projects that RAB is undertaking.

The meeting in New York last Thursday was highlighted by announcement of the election of Robert W. Sarnoff, executive vice president of NBC, as a member of the board of directors and the seven-man executive committee.

Kevin Sweeney, president of RAB, said the plan for expanding station membership involves bringing 100 new stations into the RAB ranks before January 1956. He said if this goal is attained, income for RAB will be brought up to about $950,000, considering that equalization of rates among present members becomes effective in January.

The first of the RAB research projects will be released in April, Mr. Sweeney said, explaining it will be a detailed study of "the medium which reaches women last before they go out to shop." Mr. Sweeney said that the study involved "extensive field testing" and added that

491,100 REASONS

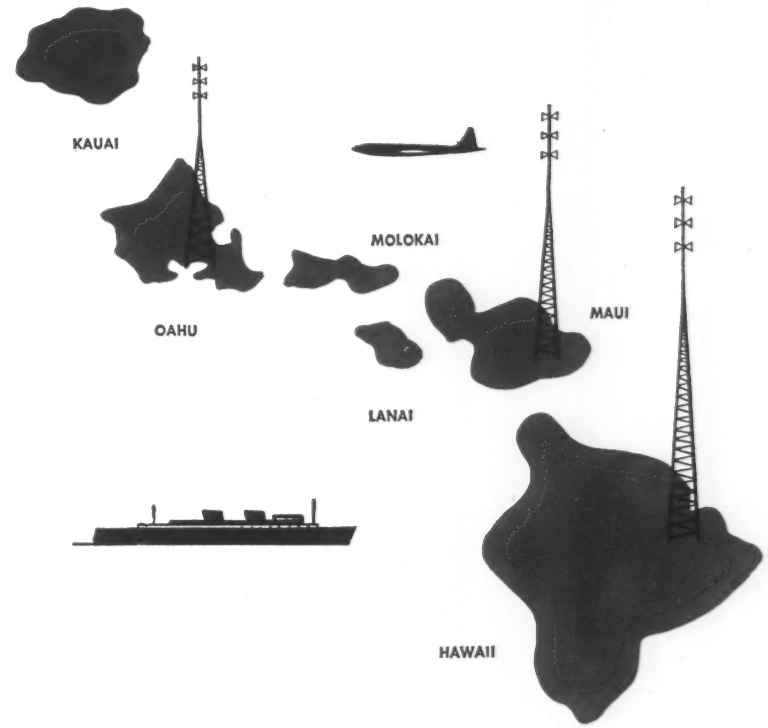
FOR BUYING KGMB-TV, HONOLULU

In April, KGMB-TV becomes the All-Islands TV Network of Hawaii!

It will bring the nation's top network programs, syndicated and local shows to the Islands of Kauai, Molokai, Lanai, Maui and Hawaii which, added to the Honolulu-Oahu viewers, represents a potential audience of 491,100 persons!

KGMB-TV, with the completion of satellite stations on the islands of Maui and Hawaii, racks up another "FIRST" in Hawaiian TV history. The Pioneer TV Station, FIRST in coverage, FIRST in ratings, FIRST in number of hours on the air, and FIRST in consistent merchandising and promotional support of your products, is now FIRST to reach out and embrace all of the Hawaiian Islands—130,100 families whose buying power, per family, is estimated at $6,099!

KGMB-TV, CHANNEL 9, IS YOUR BEST BUY IN HAWAII!



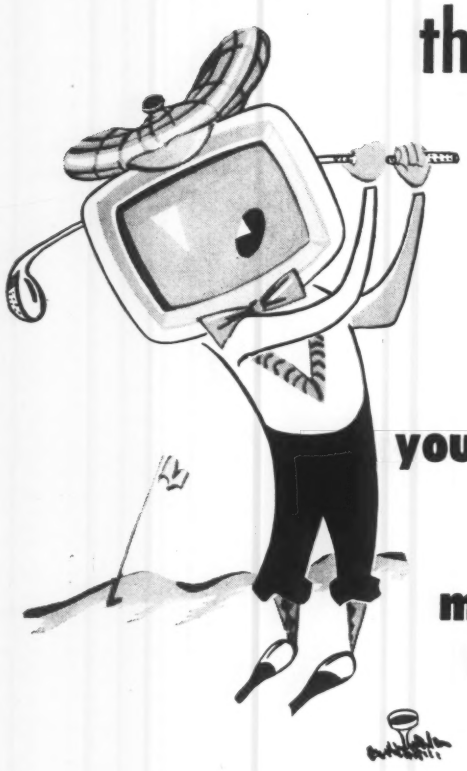
KGMB-TV

HONOLULU

CBS

FREE & PETERS, INC.
National Representatives

it's the Follow-thru that Counts!



you can count on wbns-tv's merchandising Follow-thru

- Spot Store Checks
- Key Buyer Contacts
- Consumer Surveys
- In-Store Feature Displays
- Trade Mailings
- Bus and Truck Signs

wbns-tv

COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK — *Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High St.*

REPRESENTED BY BLAIR TV

it should be of "vital importance" to the grocery and food manufacturing trade.

Among other RAB plans outlined by Mr. Sweeney are campaigns directed at radio set and automobile manufacturers which are designed to obtain for radio a $2 million budget from the set industry next year and a 1955 summer budget of at least $1 million from automobile manufacturers.

Joseph C. Baudino, board chairman of RAB, presented citations to Charles C. Caley, WMBD Peoria, Ill., and Robert D. Swezey, WDSU New Orleans, for serving as "unselfish contributors to the good of the entire broadcasting industry." Last January Mr. Caley stepped down as board chairman of RAB and Mr. Swezey as a board member.

Members of the executive committee are Kenyon Brown, KWFT Wichita Falls, Tex., chairman; Ward D. Ingrim, KHJ Los Angeles; William B. McGrath, WHDH Boston; Adrian Murphy, CBS Radio, New York; Allen M. Woodall, WDAK Columbus, Ga., and Messrs. Sarnoff and Caley.

MAMMOTH EXHIBIT PLANNED BY IRE

THIS YEAR's Institute of Radio Engineers convention and radio engineering show March 21-24 in New York has all the earmarks of being a "spectacular" for the nation's electronic engineers.

The exhibition alone, to be located at the Kingsbridge Armory area in the Bronx, already is being described by IRE planners as "the biggest technical show on earth, larger than anything New York has seen since the World's Fair."

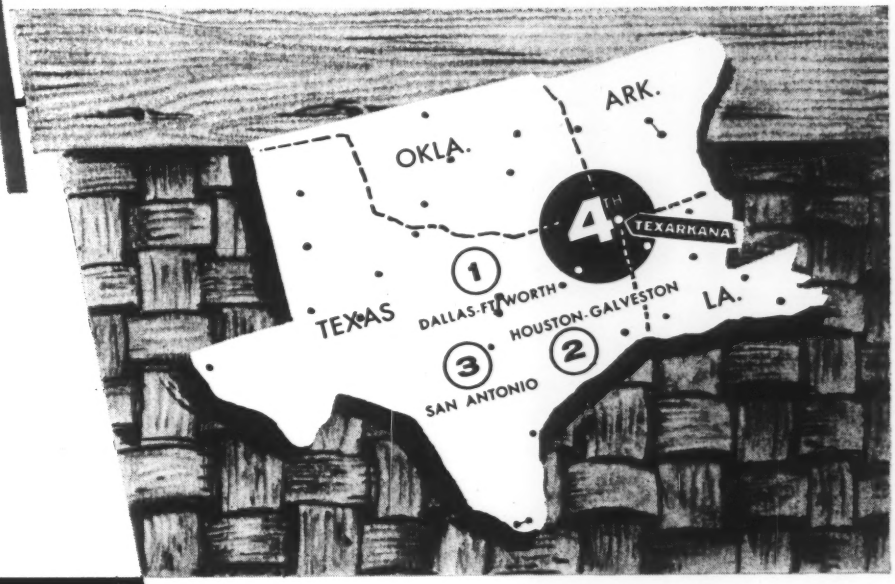
More than 40,000 engineers and scientists from the U. S. and abroad are expected to attend. Some 704 engineering exhibits will make up the "show" while 55 technical sessions are slated to be held in two hotels, the Waldorf-Astoria and the Belmont Plaza, in addition to the Bronx location. The exhibitors, accounting for about 80% of the electronic industry's production, will feature latest advances in 23 fields of electronics.

The exhibit will fill Kingsbridge Armory and spill over into a nearby indoor skating rink, called the "Kingsbridge Palace" by the IRE management. Preparations will begin March 15 when the vanguard of a giant truck caravan will arrive from all over the country. Unloading will be at the rate of 100 trucks a day for five days. One and one-half miles of exhibits will be assembled, two lecture halls equipped and a 1 million watt substation installed to feed electricity to the booths. Unpacking and setting up of exhibits will be controlled by a platoon of supervisors and messengers using bicycles which will permit them to reach speedily any of 704 exhibit-booth locations on the armory's 4-acre drill floor. On the night before the convention, headquarters and six additional lecture halls plus 60 feet of registration desks will be set up at the Waldorf-Astoria. By Monday morning, according to planners, visitors will be greeted by a $12 million display of almost every conceivable kind of electronic apparatus and by some 300 electronic experts.

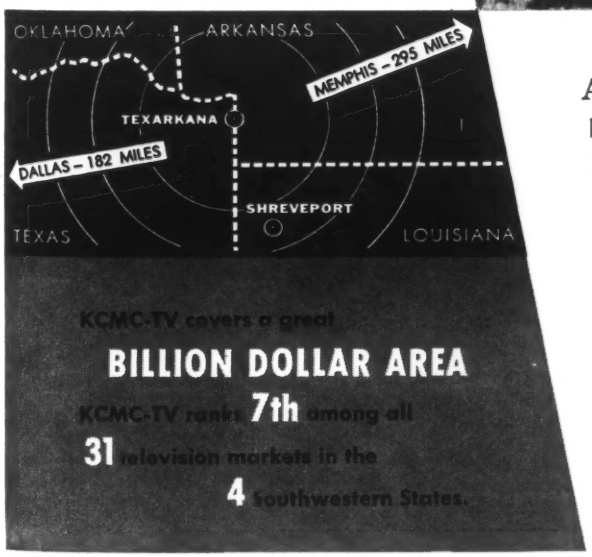
Rawls Takes Over as President Of Arizona Broadcasters Assn.

RICHARD B. RAWLS, KPHO-AM-TV Phoenix, last week was elected president of Arizona Broadcasters Assn., succeeding Charles Garland, KOOL-TV Phoenix. Bill Lindsey, KYMA Yuma, was elected vice president, and

Fourth* TV market in Texas!



*SOURCE:
TELEVISION Magazine
January 1955



KCMC-TV covers a great
BILLION DOLLAR AREA
KCMC-TV ranks **7th** among all
31 television markets in the
4 Southwestern States.

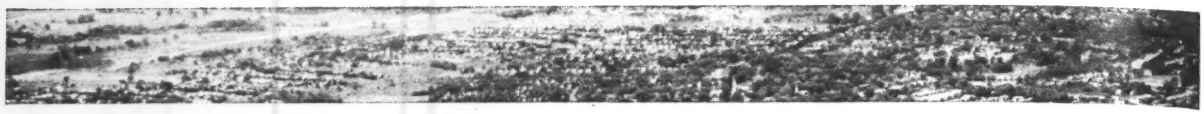
Among 18 TV Markets in Texas,
KCMC-TV serves the **4th** in total
set circulation – **103,760 TV HOMES**

KCMC-TV

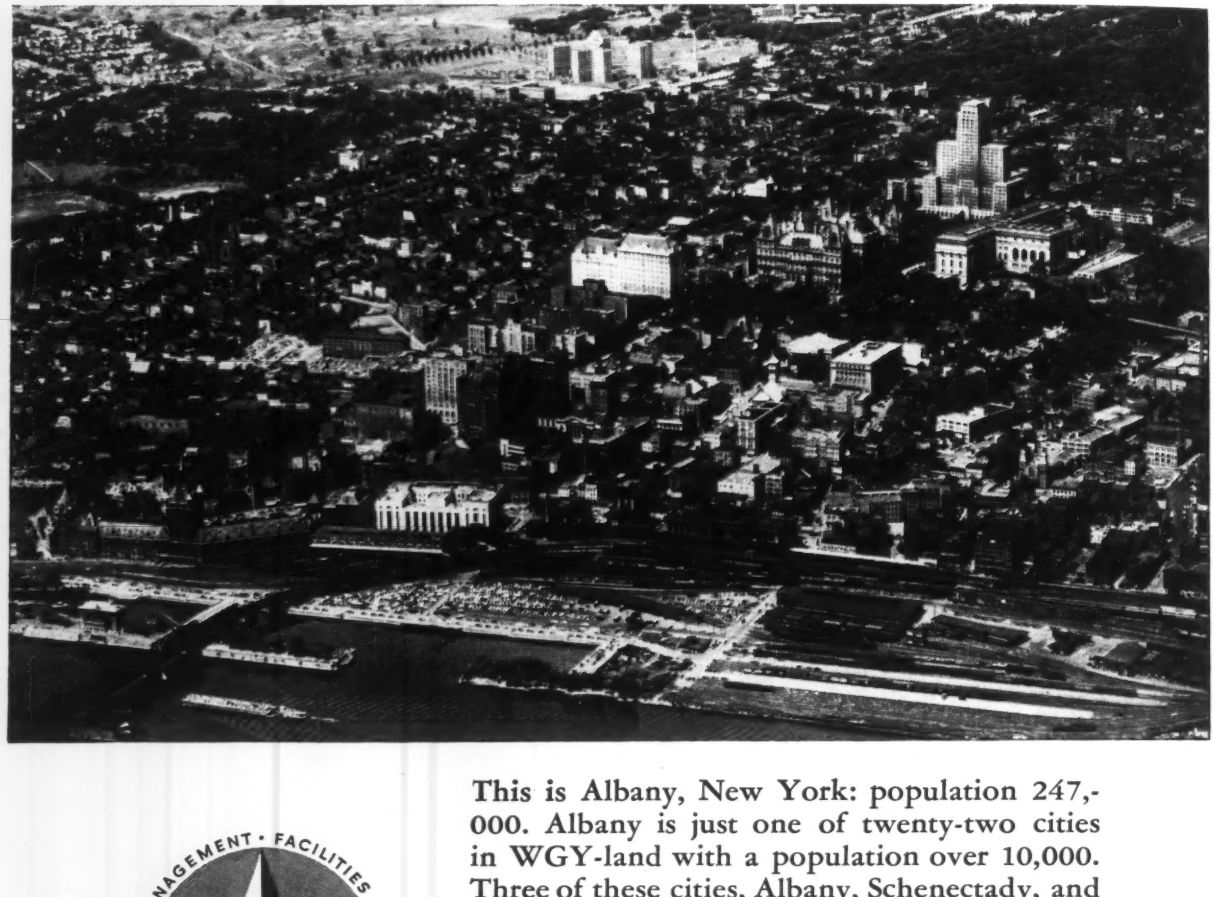
CBS ABC DTN CHANNEL 6 TEXARKANA MAXIMUM POWER

180 Hours Monthly Network Commercial Shows

Represented by **VENARD, RINTOUL & McCONNELL**
WALTER M. WINDSOR, *General Manager*



PORTRAITS OF WGY-LAND



This is Albany, New York: population 247,000. Albany is just one of twenty-two cities in WGY-land with a population over 10,000. Three of these cities, Albany, Schenectady, and Troy, comprise the nation's 33rd market in retail sales. The ENTIRE WGY market includes more than 1,004,750 radio households in 53 counties of eastern New York and western New England. It also includes 200 miles of the New York State Thruway.
You can reach this market effectively with one station when you use WGY.

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE

Measure of a Great Radio Station

WGY A GENERAL ELECTRIC STATION

ALBANY—TROY—SCHENECTADY—plus—53 counties in New York and New England

Represented nationally by Henry I. Christal Co., Inc. New York ★ Boston ★ Detroit ★ San Francisco

Jack Williams, KOY Phoenix, secretary-treasurer.

Elected to the board were Mr. Garland; Carl Morris, KSUN Bisbee; Charles Montano, KNOG Nogales, and Lee Little, KTUC Tucson. Dan Schwartz, KPHO-TV, was named public relations advisor. ABA members pledged themselves to member cooperation in advancing broadcast techniques.

Phila. Broadcasters Assn. Elects Green President

RAYMOND S. GREEN, vice president and general manager of WFLN (FM) Philadelphia, good music station, has been elected president of Philadelphia Radio & Tv Broadcasters Assn., it was announced last week. Mr. Green also is president of Good Music Broadcasters Inc.

Other new officers elected are: vice president, Joseph L. Tinney, vice president and assistant general manager, WCAU; treasurer, John Mahoney, commercial manager, WIBG, and secretary, Robert A. Klein, general manager, WDAS.

Hawkins Named President Of New Mexico Broadcasters

W. LLOYD HAWKINS, KHOB Hobbs-KTNM Tucumcari, was elected president of New Mexico Broadcasters Assn. at its annual meeting last week in Albuquerque. Wayne Phelps, KALG Alamogordo, was re-elected vice president, and Bert Arnold, KABQ Albuquerque, was elected treasurer.

FCC Comr. E. M. Webster told the New Mexico group that the number of radio transmitters in the nation will soon reach one million as industrial uses increase. He said some solution to the traffic jam is needed, and charged that some lawyers are complicating FCC's business with "delaying tactics." He urged changing FCC rules to allow non-directional stations to use remote equipment and favored extension of the privilege to directionals. He added, "There also may be some merit in the idea of one operator serving two stations."

Comr. Webster was a guest of Wayne Coy, former FCC chairman and now head of KOB-AM-TV Albuquerque. Mr. Coy served as convention chairman.

NMBA adopted a resolution asking NARTB to intensify efforts looking toward repeal of legislation imposing conditions on political advertising rates.

Broadcasters have unique opportunities to reach the public, aided by the enormous auto and radio-clock circulation, according to Oliver Gramling, Associated Press.

Carl Haverlin, BMI president, headed the BMI delegation conducting clinics around the nation. Jane Dalton, WSPA Spartanburg, S. C., president of American Women in Radio & Television, urged broadcasters to develop commercial programs fitting the needs and interests of women. "It's not how many listeners you have that counts," she said. "It's the number of buyers." Stations with programs that don't interest women usually don't last, she said.

Herbert E. Evans, vice president-general manager of Peoples Broadcasting Co., urged participation in civic activities; roundup of newspaper editorials every day; public service specialists, and sale of quality programming. John H. Cleghorn, WHBQ Memphis, Tenn., laid down instructions for the guidance of station officials and staff members in handling news.

Elected to NMBA's board were C. O. Kendrick, KFBC Farmington; G. F. Roberts, KGFL Roswell, and James Duncan, KSIL Silver City. Next year's meeting will be held at Santa Fe.

EXHIBITORS for the May 22-26 NARTB convention in Washington discuss plans and inspect facilities at Shoreham Hotel. TOP PHOTO (l to r): front row, Frank Stearns, AP; A. F. Brundage, General Precision Labs; Roy Jordan, General Electric Co.; O. J. McReynolds, Gates Radio Co.; Ben Adler, Adler Communications Labs; Frank J. Little, Tower Construction Co.; second row, Robert Friedheim, World-Ziv; J. G. Mullen, RCA; Walter A. Scanlon and Fred Mahlstedt, CBS Television Sales; Herbert R. Moore, Kliegl Bros.; Marvin L. Gaskill, Philco; third row, E. T. Griffith, RCA; Jack Jiruska, Houston Fearless; James L. Lahey and John W. Mullen, Dage Tv; Glen Carter, Collins Radio Co.; fourth row, Warren Rohrer, Caterpillar Tractor Co.; Wilbur G. Small, Raytheon; R. G. Stevenson, GE; Paul F. Vollmer, Blaw-Knox; F. L. Horman, Altec Lansing; K. B. Redding, Nems-Clarke, and A. C. Angus, GE.

BOTTOM PHOTO (l to r): front row, Barry Freer, NARTB; Noel K. Rubiloff, MCA; Lee Francis, ABC Film Syndication; Alice Heinecke and Robert Stone, SESAC; second row, Arnold Roston, General Teleradio; C. E. Arney Jr., NARTB; Peter Keane, Screen Gems; Dan Byrd, Dresser-Ideco; P. A. Greenmeyer, RCA; Irving B. Kahn, TelePrompTer; J. P. Taylor, RCA; third row, H. J. Schafly Jr., TelePrompTer; William H. Rappolt, Standard Electronics; G. I. Jones, Graybar.

SINGLE MEDIUM NOT ENOUGH—SWEENEY

RAB president tells ad club that duplications are minimized when newspapers and radio are used. TvB's Treyz says department stores should adapt 'store window concept' to television.

NO SINGLE medium can solve a retailer's advertising problems, Kevin B. Sweeney, RAB president, told members of the Washington (D. C.) Advertising Club last Tuesday.

Mr. Sweeney spoke at a supper meeting of about 150 retail advertising executives sponsored by the ad club in cooperation with Washington area radio and tv stations and held at WMAL studios there. Representing TvB were Oliver Treyz, president, and Norman Cash, in charge of station relations.

Illustrating his talk with slide projections, Mr. Sweeney said there are only 1 to 10 duplications of an advertiser's message when both newspapers and radio are used. Some people are resistant to all advertising, he said.

The RAB executive predicted radio within two years will have 15-20% of the advertising budgets of most major retailers, compared with less than 5% in 1953, and that by 1957 radio will receive more than 60% of its income from retailers.

He admitted that radio had, for "30 years," sold retailers on the wrong type of radio advertising—programming. "We thought they were the same as national advertisers," he said. He recommended spot announcements for retailers, emphasizing that short copy cannot be used on

WGR

Sell the Nation's 14th Largest Market

use Buffalo's Top Sales Personalities

MUSICAL CLOCK	STARRING JOHN LASCELLES 6:30 - 9:15 AM — Monday thru Saturday Buffalo's oldest service-type wake-up program. Music, time, weather.
THE KEATONS	9:15 - 9:50 AM — Monday thru Friday Buffalo's only Mr. and Mrs. Show. Interesting discussions of topics of the day. Their "Stamp of Approval" on your product means sales.
"550 SHOW"	STARRING JOHN LASCELLES 12:15 - 2:00 PM — Monday thru Friday Noon time music, humor and interviews. Ideal show to reach Buffalo housewives.
HELEN NEVILLE SHOW	2:10 - 2:30 PM — Monday thru Friday Hints and News for women from Buffalo's outstanding homemaker's counselor. Live audience.
GLACY'S BASEMENT	STARRING BOB GLACY 10:30-11:00 PM and 11:30 PM-1:00 A.M. — Mon.-Sat. Top "late-late" show to reach Buffalo's adult audience with your sales message.

ALL ON BUFFALO'S FIRST RADIO STATION

PLUS
Outstanding
5 and 10 Minute
NEWS and
WEATHER SPOTS
Ask for Availabilities

WGR BUFFALO

Representatives:
FREE and PETERS

NBC BASIC AFFILIATE

radio to sell price and item merchandise nor can "dog items" (i.e., inferior merchandise) be sold on radio.

He recommended that the retailer find which audiences he wishes to sell and direct the message to them on radio, by these methods: (1) use announcements, mostly one-minute; (2) schedule announcements before and during peak traffic; (3) use only "item" advertising; (4) coordinate radio ads with newspaper promotion; (5) vary budget with the known amount of business at a given time, and (6) "sell" buyers, department heads and others.

He cited a three-day radio saturation campaign by Macy's department store in New York, for which Macy's spent $22,000 and used 642 announcements on seven stations. He said business for 13 competitors was off 9% during the period, while Macy's volume of business pushed average business up 2% for "the whole town," with one day's traffic at 175,000 people.

He said radio's biggest customers are supermarkets and that the medium's business from department stores is becoming larger, although there is "only so much time" that radio has available to sell. He said every major chain store in the U. S. now is in radio or testing it.

OLIVER TREYZ (2d l), president of Television Bureau of Advertising and featured speaker at WAAM (TV) Baltimore's fifth annual seminar on advertising, receives the congratulations of Dr. Franklin Dunham, radio-tv director of the U. S. Office of Education. Looking on are Herman Cohen (l), WAAM vice president-treasurer, and Ken Carter, WAAM general manager.

Mr. Treyz said that, although national advertisers rank television as the No. 1 medium, tv "stands rejected on Main Street."

He said department stores are still "newspaperizing" their advertising, while newspapers have "lost their grip" on the national advertiser. Their thinking has been "newspaperized" since the days of John Wanamaker, he said.

He said department store sales have been slipping for many years in total share of retail sales; that they are suffering from what TvB calls "aging of the customer"—a malady from which newspaper readership also is suffering.

He cited the closing down of New York's John Wanamaker's as a fact mourned only by the New York press and the city's older people, who had developed the Wanamaker and newspaper habits.

Department stores and newspapers, he said, are failing to get their share of customers and readers from the 1.6 million new families added to the populace every year.

He cited figures to show that among younger persons tv viewing is far heavier than reading of printed media.

Mr. Treyz gave as one answer to proper department store use of television what TvB calls the "store window concept."

This means that the advertiser can finance a

each one is different

Whether it's trout flies — or quality television stations — inherent differences *count*. The first must offer individual characteristics, tailor-made to a fish's mood. But the other . . in a far more complex way . . must possess distinguishing traits and standards of service, tailor-made to the particular community it serves.

The relative merits of trout flies happen to concern *us* only at vacationtime. But the *individual* natures and needs of quality TV stations are our year-'round *exclusive* preoccupation. Because we concentrate only on these (to the exclusion of any other media) . . because we appreciate quality television stations can prosper best through quality representation . . and because we try to do our special job better than anyone else — we think that Harrington, Righter and Parsons is *different,* too. The individual stations listed here share this opinion.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television — the *only* medium we serve

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

saturation schedule of daytime spots by putting window displays on television, which increases the window's audience by "thousands of per cent and multiplies its sales impact manyfold."

He showed color slides of Washington store windows taken the previous afternoon by a still photographer. With such 20-second spots and an off-camera voice to describe the merchandise, the housewife can be induced to "shop" tv ads as she is "thought to 'shop' newspaper ads," he said.

Mr. Cash urged department store advertisers to hire full-time television directors.

Big Ten Group Refuses To Disclose Tv Plans

THE BIG TEN's Tv Committee met in Chicago Wednesday but had no official comment on NCAA's reportedly amended football tv plan. The group did announce, however, that it has called a meeting of Western Conference faculty representatives and athletic directors for today (Monday).

William Reed, assistant Big Ten commissioner and member of its tv unit, explained the action was paced to coincide with the NCAA timetable.

"We are restrained from disclosing either the substance of the plan or the recommendations of the Big Ten committee until the NCAA makes the details public Monday. This secrecy is contrary to our wishes but we are bound by agreement," Mr. Reed said.

Denies Drastic Action

Mr. Reed denied the summons for Monday's meeting indicated any drastic Big Ten action. Whether it would accept the NCAA plan as modified was debatable Thursday, but indications were that it would. The Western Conference appeared to have won at least two concessions—one providing for a maximum of one national and one regional appearance per team and another permitting sponsorship of regional games and direct negotiation by schools and conferences with advertisers and networks.

Another questionable feature of the amended NCAA plan was whether it would afford enough latitude in scheduling for advertisers to be attracted to a regional slate of games on four Saturdays.

Meanwhile, a resolution that would permit the U. of Illinois to televise football and all other sports events it wishes has reached the floor of the Illinois state legislature and been placed on the calendar for future discussion. Authorities point out the resolution is not binding and actually means nothing because the university reportedly has that power already.

NARTB Committees to Meet

TWO NARTB committees will meet in Washington this week to discuss upcoming association meetings. The Regional Meeting Committee, which will schedule the abbreviated series of eight autumn meetings in place of the usual 17 district meetings, will meet Tuesday. Co-chairmen are E. K. Hartenbower, KCMO Kansas City, Radio Board vice chairman, and Campbell Arnoux, WTAR-TV Norfolk, Va., Tv Board vice chairman.

The convention committee will meet Wednesday. It will review development of plans for the May 22-26 convention in Washington. Its co-chairmen are Henry B. Clay, KWKH Shreveport, La., Radio Board chairman, and Clair R. McCollough, WGAL-TV Lancaster, Pa., Tv Board chairman.

NBC BUYS CH. 17 WBUF-TV; WNBF-AM-TV TO TRIANGLE PUB.

NBC becomes first network to get limit of five vhf and two uhf stations allowed by FCC as it pays $312,000 for Buffalo outlet, now back on air. WFIL-AM-TV operator pays $3 million to Clark family for WNBF holdings.

NBC last week bought ch. 17 WBUF-TV Buffalo, N. Y., becoming the first network and second station operator to acquire the limit of stations permitted by FCC.

The FCC rule limiting multiple ownership to seven tv stations (five vhf and two uhf) was ordered expunged by the U. S. Court of Appeals last month [B•T, Feb. 28], but the Commission is appealing the decision to the U. S. Supreme Court.

NBC announced it paid $312,000 for the Buffalo station. The sale is subject to FCC approval.

At the same time, WBUF-TV announced it resumed telecasting Wednesday night following temporary suspension [B•T, Feb. 28].

NBC earlier acquired ch. 30 WKNB-TV New Britain, Conn., for $600,000, subject to FCC approval. The network already owns its limit of five vhf outlets. With the purchase of WBUF-TV, it also becomes the owner of a uhf station in a two-vhf-station market, the situation cited in the Plotkin Report as "most difficult" for the uhf operator [B•T, Feb. 7].

Other major transfer actions reported last week, included:

• Sale of WNBF-AM-TV Binghamton, N. Y., by John C. Clark Sr. and family for $3 million to Walter H. Annenberg's Triangle Publications Inc., owner of WFIL-AM-FM-TV Philadelphia and publisher of the *Philadelphia Inquirer*, subject to Commission approval. WNBF-TV is on ch. 12.

• Filing of application with FCC for approval to sale of ch. 11 share-time stations WTCN-TV and WMIN-TV Minneapolis-St. Paul, plus WTCN, to Harry M. Bitner interests for $3.1 million [B•T, Jan. 31].

• FCC consent to sale of half-interest in ch. 4 KTIV (TV) Sioux City, Iowa, by Dietrich Dirks for $160,000 to Perkins Bros. Co., operator of KSCJ there, pursuant to merger agreement whereby Perkins withdrew from ch. 4 tv contest, permitting grant of KTIV. Mr. Dirks earlier sold KCOM there (now KMNS) to William F. Johns family for $120,000 [B•T, Dec. 6, 1954].

• FCC approval to assignment of permit for suspended ch. 27 WTOV-TV Norfolk, Va., to adman Temus R. Bright for $95,000 (story page 88).

Signifying withdrawal of the Clark interests from radio-tv after 25 years in the field, the WNBF sale also disclosed that Roger W. Clipp, general manager of Triangle's WFIL radio and tv properties, is to be named executive manager of both the WFIL and WNBF interests under a proposed Triangle radio and tv division. He presently is vacationing in Bermuda.

Cecil D. Mastin, with the Clark group for some 25 years and vice president of WNBF radio and tv, expects to retire when the sale to Triangle is approved, it was learned.

Triangle is paying $3 million cash for the WNBF properties. Assets acquired include current assets of about $600,000, of which some $325,000 represents net quick assets, it was reported. Net worth of the WNBF holdings total about $950,000, it was stated.

In connection with its purchase of WBUF-TV Buffalo, NBC announced the acquisition as "proof of NBC's faith in uhf as a broadcasting medium." NBC indicated full promotion of uhf, set conversion and WBUF-TV would follow FCC's approval of the purchase. Application is to be filed with the Commission shortly, it was expected.

The present NBC-TV affiliate at Buffalo is ch. 2 WGR-TV. Its contract with NBC-TV runs "over a year," it was reported, at which time it would be terminated if the network then owns WBUF-TV. WGR radio is an NBC outlet. CBS-TV's outlet in Buffalo is ch. 4 WBEN-TV, pre-freeze station. WBEN radio is CBS.

There were reports a month ago of preliminary talks looking toward sale of the WGR stations in a price range of $6-8 million. Said to be interested were Storer and Westinghouse [CLOSED CIRCUITS, Feb. 21, 14].

Storer Broadcasting Co., operator of five vhf tv stations, already has its limit of two additional uhf stations and was the first to acquire the FCC maximum. It has ch. 27 KPTV (TV) Portland, Ore., the first tv in that city and an NBC-TV affiliate, and ch. 23 WGBS-TV Miami, also airing NBC-TV shows.

CBS is understood to be still shopping for its second uhf outlet. It owns ch. 19 WXIX (TV) Milwaukee. CBS hasn't acquired its full quota of vhf outlets, but owns vhfs in New York, Chicago and Los Angeles, has bought WSTV-TV Steubenville, Ohio (pending FCC consent) and is applicant for St. Louis ch. 11.

When NBC takes over WBUF-TV the station's pending reallocation petition to substitute ch. 8 for ch. 17 would be abandoned, NBC stated. The channel swap involves multiple changes of channels in other cities in that area, including Canada.

WBUF-TV suspended operation in mid-February after service of a year-and-a-half. The station's return to the air last week was made possible by the assurance of the NBC purchase.

Principal WBUF-TV owners, Sherwin Grossman and Gary L. Cohen, are expected to be retained by NBC to manage the station, it was anticipated by the network.

Mr. Grossman said the "primary motive of WBUF-TV has been to operate in the public interest. In October 1954 it became apparent to us, due to economic reasons, that western New York was on the threshold of losing 75% of its television channels, plus $17 million in uhf set conversions. . . . Through this sale to NBC, not only will the large majority of tv channels be insured for future generations, but the heavy investment already made in uhf will be protected.

"It makes us extremely happy that the fate of uhf in western New York will rest in the hands of NBC, the company which has done the most in the development of television and uhf. We feel confident that they will continue to act in the public interest as they have for so many years."

NBC indicated the purchase price of $312,000 does not include real estate. The network said it probably would use the WBUF-TV studio facilities on a temporary basis. WGR-TV has a long-term lease with the present WBUF-

THE HEARST CORPORATION

announces

that on March 8, 1955

it assumed operation of

Television Station WTVW,

Channel 12, Milwaukee, Wisconsin

WTVW will be operated at the same high standard of service to its community and its advertisers as are other Hearst Corporation stations.

WBAL	NBC Affiliate
WBAL-TV	NBC Affiliate
WISN	CBS Affiliate

316,000 watts

WTVW

ABC Affiliate

I. E. Showerman, Manager

Nationally Represented by Edward Petry & Co.

Advertisement

From where I sit
by Joe Marsh

Learn How to Pull Together

Saw a kid go by the *Clarion* office on a brand-new coaster wagon yesterday—and it reminded me of when my brother and I were about forty years younger.

Our folks weren't poor, but there wasn't enough to buy two *wagons for Christmas. We got one between us. Dad made a rule that we each could have it for a week—but the boy with the wagon was responsible for keeping the kitchen wood-box filled.*

Seemed a bargain to Bud and me—at first. But soon we discovered it was no more fun playing alone than working alone. It wasn't long before we were sharing the wagon in return for sharing the chores.

From where I sit, you can't enjoy a privilege yourself if you're going to deny it to others. There are some folks who want the right to enjoy their *favorite beverage—but would deny me* my *right to an occasional glass of beer. I doubt if such people get their full "share" of happiness, though.*

Joe Marsh

Copyright, 1955, United States Brewers Foundation

TV owners for studio facilities then.

The sale agreement was concluded Wednesday in New York by Mr. Grossman and Joseph V. Heffernan, NBC financial vice president.

NBC sources estimated that uhf set conversions in the Buffalo market run about 125,000 out of a total of 400,000-450,000 sets.

Agreement for the sale of the WNBF radio-tv properties was singed in Binghamton Tuesday by Mr. Clark for WNBF and Mr. Clipp for Triangle. The sale was negotiated by Howard E. Stark, station broker.

Buys All Stock

Triangle buys all of the stock of Clark Assoc., licensee of WNBF-AM-TV and owned chiefly by the Clark family. Clark Assoc. is the successor to the Wiley B. Jones Agency, advertising firm founded about 1900. Although retiring from radio-tv station ownership, the Clark family will continue its interest in Clark-Cleveland Inc., Binghamton pharmaceutical concern which makes and markets Fasteeth, dental plate paste, and Thyoquent, acne relief. Latter is promoted on radio and tv.

In the Minneapolis application, it was disclosed that WTCN-AM-TV and WMIN-TV are sold to Consolidated Television & Radio Broadcasters Inc., licensee of WFBM-AM-TV Indianapolis and of WEOA Evansville, Ind., and parent company of WOOD-AM-TV Grand Rapids and of WFDF Flint, Mich. Harry M. Bitner Sr., former publisher of the Hearst-owned *Pittsburgh Sun-Telegraph*, is chairman of Consolidated while Harry M. Bitner Jr. is president of the company.

The $3,022,212 purchase price includes $1,815,000 for WTCN-AM-TV, owned by Robert Butler and associates, and $1,207,212 for WMIN-TV, owned by N. L. Bentson and associates. The latter also own KELO-AM-TV Sioux Falls, S. D., and have 10% interest in WRFW Eau Claire, Wis. They sold WMIN-AM-FM St. Paul to the W. F. St. Johns last year.

One Application

Only one application was filed with FCC covering purchase of WTCN-AM-TV. It was accompanied by a letter from WMIN-TV explaining the latter would cease operation when FCC approved the purchase and modified WTCN-TV's permit to allow it to become a fulltime outlet.

Supreme Court Denies Request in Pa. 1230 Kc Case

SUPREME COURT last week denied a request by the *Easton* (Pa.) *Express* to participate in oral arguments in the nine-year-old Allentown-Easton 1230 kc case. The Supreme Court gave no reason for its action.

Case involves the FCC appeal against a federal circuit court decision which reversed its decision granting the Easton application for the radio station and denying a competing application for the same frequency by Allentown Broadcasting Co. [B•T, March 7]. The latter operates WHOL Allentown on the 1230 kc wavelength following a 1948 FCC decision. The courts reversed this decision and in 1953, after a new hearing, the Commission made its final decision in favor of the Easton newspaper, reversing the examiner's decision. This was then appealed by WHOL, and it is the court's decision in this which the Commission is carrying to the Supreme Court.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1220

W. P. MARSHALL, PRESIDENT

SYMBOLS

DL=Day Letter
NL=Night Letter
LT=Int'l Letter Telegram
VLT=Int'l Victory Ltr.

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

TO: ADVERTISERS AND AGENCIES 1955 FEB 22 PM 3 55

WOAI-TV CLEARLY AND OVERWHELMINGLY THE STATION VIEWERS AND ADVERTISERS PREFER IN SAN ANTONIO. OF TWELVE HIGHEST RATED SAN ANTONIO TV PROGRAMS, TEN ARE SEEN ON WOAI-TV.

SPOT AND LOCAL ADVERTISERS BUY A TOTAL OF 46 QUARTER-HOUR OR LONGER PROGRAMS WEEKLY IN THIS MARKET. THEY HAVE PLACED 30 OF THE 46 ON WOAI-TV

VIEWERS PREFERENCE CONFIRMS WOAI-TV DOMINANCE SIX OF SEVEN EVENINGS, SUNDAY, AND EVERY WEEKDAY AFTERNOON. FOLLOWING THE PATTERN ESTABLISHED BY WOAI RADIO, THE 6 AND 10 P.M. WOAI-TV NEWSCASTS COMPLETELY DOMINATE THE LOCAL TV NEWS PICTURE.

THIS OVERWHELMING PREFERENCE BY 241,513 TV SET OWNERS (2/10/55) CLEARLY DEMONSTRATES THAT WOAI-TV HAS SUPERIOR PROGRAMMING, A SHARPER, CLEARER PICTURE, SEEN OVER A WIDER AREA.

INVESTIGATE THE POWERFUL NEW WOAI-TV PACKAGE PLANS. CONTACT US OR NEAREST PETRY OFFICE IMMEDIATELY FOR SPECIFIC DETAILS AND AVAILABILITIES.

WHATEVER YOU DO, BE SURE YOUR SAN ANTONIO CAMPAIGN IS ON THE STATION MOST PEOPLE WATCH MOST.

WOAI-TV CHANNEL 4 SAN ANTONIO, TEXAS.

JANUARY 1955 TV HOOPERATINGS.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

FCC INTENDS TO CALL LAMB AS WITNESS

Broadcast Bureau indicates it may call others before resting its case on WICU (TV) renewal. It says request for immediate decision is premature.

INTENTION of the FCC Broadcast Bureau to call Edward Lamb and "possibly several additional witnesses" before concluding its case in the license renewal hearing involving Mr. Lamb's WICU (TV) Erie, Pa., was made known by the bureau last week in its formal opposition to the plea for prompt decision made by WICU [B•T, March 7].

The petition for immediate ruling is premature, the bureau advised Hearing Examiner Herbert Sharfman, who has scheduled oral argument on the motion Wednesday.

The Broadcast Bureau also opposed WICU's petition to FCC to delete from the renewal hearing Issue No. 2 dealing with charges by WICU that Commission personnel caused at least one bribe to be offered to obtain false testimony against Mr. Lamb.

The bureau said the bribe allegation, made by WICU in its court suit last summer to stop the FCC hearing, "is false in its entirety." The bureau added, "For clearly, whether such a representation formally made in a judicial proceeding was responsibly or irresponsibly made may well have a bearing upon the qualifications of the applicant to continue to hold a broadcast authorization."

In a collateral action last week, a federal grand jury in Washington indicted Mrs. Marie Natvig of Miami Beach on nine counts of perjury involving her testimony in the WICU renewal hearing. The chief charge was that Mrs. Natvig falsely accused ex-FCC attorney Walter R. Powell Jr. with coercing her to give untruthful testimony against Mr. Lamb. She made the accusation against Mr. Powell when she recanted her original testimony linking Mr. Lamb with communist activities [B•T, Feb. 14].

The grand jury also charged Mrs. Natvig with falsely testifying that she never told the Broadcast Bureau she was a member of the Communist Party in Cleveland in the mid-1930s. The indictment listed six counts charging that Mrs. Natvig testified falsely about statements or matters involving Broadcast Bureau counsel and three counts alleging she testified falsely about statements to the FBI at Miami.

Mrs. Natvig was expected to be arraigned Friday morning in Washington before District Court Judge David A. Pine.

Mr. Powell, formerly chief of the Broadcast Bureau's Renewal and Transfer Div. and principal bureau counsel in the Lamb case, resigned from FCC in January to join the legal staff of NARTB. He presently is at home recovering from a heart attack.

Mrs. Natvig was the first of two key witnesses in the WICU renewal hearing to recant. The second was ex-communist Lowell Watson, who said he testified falsely last fall when he related Mr. Lamb had given him money in the early 1930s for Communist Party causes [B•T, Feb. 28]. He claimed he had been coached, conditioned and misled by FCC counsel. His testimony also has been sent to Justice Dept.

WICU Says 'No Evidence'

In its petition to Examiner Sharfman for immediate decision, WICU contended the Broadcast Bureau failed to produce any evidence which would disqualify Mr. Lamb as a licensee. WICU said nothing had been disclosed which merited reply and requested that its renewal license be granted.

The Broadcast Bureau opposition contended the examiner "is without authority to grant the relief sought in the pending motion." Rather, the motion should be made to FCC itself, the reply said. It pointed out that pursuant to FCC rules the Commission directed the examiner to receive evidence on specific issues and on the basis of such evidence to prepare an initial decision. "The motion before the examiner provides a substantial departure from this procedure," the reply contended.

Assuming the examiner did have authority, the Broadcast Bureau continued, the WICU motion "would be premature." The reply explained that "upon careful review of the record, it is the position of counsel for the Broadcast Bureau that the present state of the record raises a substantial question respecting Issue No. 1 [whether Mr. Lamb lied when he said he never had communist ties] concerning which Mr. Lamb would appear to have personal knowledge and concerning which Mr. Lamb should be called to testify."

The reply continued, "In view of this posture of the record, and in order that the ultimate decision with respect to this issue may be based upon a record containing definitive testimony by Mr. Lamb upon the matters involved, it is necessary that Mr. Lamb be called as a witness with respect to Issue No. 1. It may well be that the testimony by Mr. Lamb will serve to dispel presently outstanding questions but

MR. CIGARETTE MANUFACTURER—

Just two cartons of your cigarettes sold to the homes reached by WGN alone would mean 53,092,400 packs—nearly $11,000,000 at $2.00 per carton!*

WGN reaches more homes than any other advertising medium in Chicago, and our Complete Market Saturation Plan has proven it can sell your products to these homes.

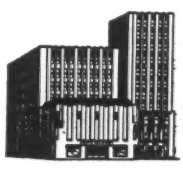
* Nielsen Coverage Service—Monthly Daytime Audience

A Clear Channel Station Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Chicago Office: 441 N. Michigan Ave., Chicago 11
Eastern Sales Office: 220 E. 42nd Street, New York 17, N. Y. for New York City, Philadelphia and Boston
Representative: Geo. P. Hollingbery Co.
Los Angeles—411 W. 5th Street • New York—500 5th Avenue • Atlanta—223 Peachtree Street
Chicago—307 N. Michigan Avenue • San Francisco—625 Market Street

GPL has COLOR

New 3-Vidicon Film Chain, 2 Projectors Added to Color TV Equipment Available

GPL has designed, developed and put into commercial production triple-Vidicon telecine equipment with no limitation on the amount of light really needed for color film. The 3-Vidicon chain is compact, reliable, and precision balanced for color fidelity. Built for tomorrow's color, it has none of the light limitations inherent in the flying spot.

For commercial work, or research and test, GPL announces two new telecine projectors, in both 16 mm and 35 mm size. These projectors incorporate GPL color research, plus all the mechanical reliability and precision parts of the famous Simplex line.

The new film chain and projectors supplement the full line of GPL-Wickes color TV signal generating and test equipment for telecasting, research, production and educational work.

Color equipment is available in complete packages for station conversion, or individual units to your needs. Specifications on request.

The GPL-Wickes equipment available for prompt delivery includes:

INTERLACE SIGNAL GENERATOR
COLOR BAR GENERATORS
COLOR CODER
CONVERGENCE DOT GENERATOR
MULTI-BURST GENERATOR
AMPLITUDE LINEARITY TESTER
VIDEO DISTRIBUTION AMPLIFIERS
PULSE DISTRIBUTION AMPLIFIER
REGULATED POWER SUPPLYS
VECTOR DISPLAY EQUIPMENT
ENVELOPE DELAY TRACER
COLOR VIDEO MONITOR
PHASE CORRECTION NETWORKS
CROSSOVER FILTER

A SUBSIDIARY OF GENERAL PRECISION EQUIPMENT CORPORATION

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

REGIONAL OFFICES: CHICAGO • ATLANTA • DALLAS • PASADENA

whether this will be the case can be determined only in the light of such testimony itself.

"Accordingly, the Broadcast Bureau hereby advises the examiner and counsel for Mr. Lamb that it proposes to call Mr. Lamb as the next witness in this proceeding, and that it is proposed to call Mr. Lamb as an adverse party whose examination and testimony would be governed by the evidentiary rules applicable in such circumstances."

The Broadcast Bureau said it expected Mr. Lamb to appear voluntarily.

News Panel Quizzes Magnuson On CBS' 'Face the Nation'

SEN. WARREN G. MAGNUSON (D-Wash.), chairman of the Senate Interstate & Foreign Commerce Committee, was to have been interviewed by a newsmen panel on *Face the Nation* yesterday (Sunday, 2:30-3 p.m. EST on CBS-TV and 10:05-10:30 p.m. EST on CBS Radio).

CBS, in advance of the program, said the appearance of the senator would provide "the broadest opportunity to date for public discussion of proposed legislation and regulations affecting the operation of radio and television networks in this country." Panelists were to include Rowland Evans Jr., AP correspondent; Sol Taishoff, editor and publisher of B•T, and Joseph Gambatese, associate editor, *Nation's Business*. Ted Koop, CBS Washington director of news and public affairs, is moderator.

McCONNAUGHEY BID PASSES COMMITTEE

Nomination of FCC chairman was reported out without objection. Final approval by full Senate seen by Bricker.

NOMINATION of George C. McConnaughey to the FCC was reported to the Senate for confirmation Thursday, a day after it cleared the Senate Commerce Committee by voice vote.

The nomination was put on the Senate's executive calendar, but whether it was to come to a vote last Friday was uncertain, since that body was preoccupied with a big legislative problem—the controversial proposal to cut income taxes.

The 11 members of the committee present at the Wednesday closed meeting reported the nomination of the appointee FCC chairman "without objection" and with no discussion. Members, however, reserved the right to oppose or support the nomination on the floor. "That's the normal procedure," said Committee Chairman Warren G. Magnuson (D-Wash.).

Sen. John W. Bricker (R-Ohio), who reported the nomination to the Senate from the committee Thursday, had said earlier, according to a spokesman, that he expected Chairman McConnaughey to be confirmed with only a few senators, if any, voting against him.

Sen. Magnuson, too, said he thought the nomination would go through if there is no "abnormal opposition," although he added, "I don't know what's going to happen." He said it was "only right" for the committee to act, since the nomination has been "hanging fire so long." Sen. Magnuson said he had not made up his mind how he would vote.

Two Democratic and two Republican committee members were absent from the Wednesday session on the McConnaughey nomination. They were Democrats A. S. Mike Monroney (Okla.) and Price Daniel (Tex.) and Republicans John M. Butler (Md.) and Charles E. Potter (Mich.). Sen. Monroney left his proxy vote for approval with Sen. Magnuson on condition he could oppose confirmation on the floor if he wished.

It marked the second time the McConnaughey nomination had got as far as the Senate calendar. Mr. McConnaughey was approved by the committee—Democrats abstaining from a vote—at a special session of the Senate last fall following a hearing, but confirmation was blocked on the floor by Democratic leaders [B•T, Nov. 15, 1954].

Mr. McConnaughey again went before the committee late last month to undergo a grueling barrage of questioning by Democrats [B•T, Feb. 28], with the decision delayed, according to Sen. Magnuson, "to let the dust settle."

The FCC chairman, who has been serving under a recess appointment by the President since Oct. 4, 1954, was championed at both hearings by Sen. Bricker, a fellow Ohioan and "life-long friend." Sen. Bricker, now ranking Republican on the committee, was its chairman during the GOP-controlled 83d Congress.

Chairman McConnaughey would serve the remainder of the seven-year period which began July 1, 1950, and which was left vacant last year by the resignation of Comr. George E. Sterling [B•T, Sept. 13, 1954].

St. Louis, Andalusia Tvs Granted by FCC

TWO new tv stations, at St. Louis, Mo., and Andalusia, Ala., were granted by the FCC last week.

St. Louis ch. 36 was granted to Signal Hill Telecasting Corp., permittee of ch. 54 WTVI (TV) Belleville, Ill. (St. Louis area). The grant is subject to condition that no operation commence until the ch. 54 permit is surrendered.

When Signal Hill applied for the ch. 36 facility it informed the Commission that if they receive the ch. 36 facility it will surrender its ch. 54 permit and change its call letters to KTVI (TV) [B•T, Feb. 14].

Signal Hill will take over all of the now-defunct KSTM-TV facilities, the application disclosed. KSTM-TV surrendered its permit for ch. 36 last year in order to participate in the St. Louis ch. 11 hearing. Use of the KSTM-TV facilities would permit Signal Hill to centrally cover the St. Louis area and also put a Grade A signal into Belleville. The change to the lower uhf channel would save Signal Hill approximately $50,000 a year in operating expenses, the application disclosed.

Signal Hill will operate the ch. 36 facility with an effective radiated power of 214 kw visual and 112 kw aural with antenna height of 590 ft. above average terrain.

At Andalusia, a new noncommercial educational tv station on ch. 2 was granted to Alabama Educational Tv Commission, permittee of ch. 7 WEDM (TV) Munford and ch. 10

KXLY-TV PRODUCES 1000% SALES GAIN!

KXLY-TV's vastly superior coverage combined with powerful merchandising (FREE to qualified advertisers) really delivers the SALES! Look what happened for White King "D".

"It is with a great deal of enthusiasm that I write and tell you of the wonderful results we received in your recent Telemarket with the IGA and Red and White Stores. We had over 70 displays in these stores and the movement of our new White King "D" increased over a thousand percent in the two weeks. I am looking forward to another Telemarket in the not too distant future and have every confidence that it will be bigger and better than the one we have just concluded.

Very truly yours,
(signed) Art Gwinner
District Sales Manager
Spokane

Available at a discount when purchased in conjunction with the "XL" network.

SPOKANE KXLY-TV WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

WSFA-TV

MONTGOMERY, ALA.

Announces the Appointment

of **THE KATZ AGENCY, INC.**

As National Sales Representative

Effective Monday

February 28, 1955

WSFA-TV, CHANNEL 12 • NBC TELEVISION

AFFILIATED WITH WKY & WKY-TV • OKLAHOMA CITY, OKLA.

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM		Omnibus Aluminium Co. of Cana. Scott Paper Zenith Norcross		Johns Manville alt. Sundays Pan Amer. Meet the Press L
6:15				
6:30		Electric Companies Alt. Wks. Prudential You Are There		Gen. Foods Roy Rogers F
6:45				
7:00	Skippy Peanut Butter You Asked For It L	Campbell Soup Lassie		Toni Frawley Corp. (alt.) People Are Funny
7:15				
7:30	Pepsi-Cola Playhouse	Am. Tobacco Prvt Sectry. (alt. wks.) Jack Benny		Reynolds Mr. Peepers L
7:45				
8:00	Flight No. 7 F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-Palmolive Comedy Hour L
8:15				
8:30	The Big Picture F			7:30-9 p.m. (1 wk. of 4) M. Liebman Presents H. Bishop Sunbeam L
8:45				
9:00	Amer. Razor Bayuk Winchell	Gen. Elect. G E Theatre F		Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15	The Stork Club L			
9:30		Bristol-Myers Stage 7	Serutan Life Begins at 80	
9:45				
10:00	Dodge Break the Bank L	P. Lorillard Father Knows Best		P&G Loretta Young Show F
10:15				
10:30		Jules Montenier alt. wks. Remington Rand What's My Line L		R. J. Reynolds Bob Cummings Show F
10:45				
11:00		Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	Tide Water Oil Daly–News		Miles Labs. Morgan Beatty News	Toni Co. Tony Martin Show L
7:30	Ralston Purina Name's the Same L	Amer. Home Prod.-News		Plymouth (3) Camel (1) Caravan L
7:45		Ligg. & Mys. Perry Como L		
8:00	Studebaker Packard Tv Readers Digest	Carnation (alt.) Goodrich Burns & Allen L		Ford Motor Co., RCA Producers' Showcase (8-9:30 1 wk. of 4)
8:15				
8:30	Firestone Voice of Firestone L	Lever-Lipton Godfrey's Talent Scouts L		RCA Amer. Chicle Speidel Caesar's Hour
8:45				
9:00	*Focus* F	Philip Morris alt. wks. P&G I Love Lucy F		Dow Chemical Medic F
9:15				
9:30	Boxing From Eastern Parkway and Neutral Corner L	General Foods December Bride L	Co-op Monday Night Fights Chris. Schenkel	Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westinghouse Studio One L		
10:15				
10:30			Co-op At Ringside	
10:45				
11:00		Longines Chronoscope		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00	*Kukla, Fran and Ollie*		Co-op Capt. Video	
7:15	*John Daly News*		Miles Labs. Morgan Beatty News	
7:30	DuPont Cavalcade of America	American Tobacco News L		Dinah Shore Chevrolet L
7:45		Gold Seal Jo Stafford L		Camel News Caravan L
8:00	No Net. Service	CBS-Columbia Life with Father	Admiral Corp. Life Is Worth Living	Buick Berle Show (20 shows)
8:15				M. Raye H. Bishop (10 shows) Bob Hope (6) Gen. Fds. TBA—3
8:30	Florida Citrus Twenty Questions L	Int. Hrvstr. alt. wks. Nabisco Halls of Ivy F	H. J. Heinz Co. Studio 57	
8:45				
9:00	American Tobacco alt. Dodge Danny Thomas Show	Carter Prod. alt. wks. Pharmctcls. Meet Millie L		P&G Fireside Theatre F
9:15				
9:30	U.S. Steel United States Steel Hour alt. weeks	S.C. Johnson alt. wks. Pet Milk Red Skelton L		Armstrong's Circle Theatre L
9:45	Elgin The Elgin Hour			
10:00		Nash-Kelvinator alt. wks. Revlon Danger		Truth or Consequence P. Lorillard L
10:15				
10:30	Exquisite Form-Quality Goods (alt. wks.) Stop the Music	Alcoa See It Now		It's a Great Life Chrysler Corp. L
10:45				
11:00				
11:15 PM				

WED

	ABC
6:00 PM	
6:15	
6:30	
6:45	
7:00	*Kukla, Fran and Ollie*
7:15	Tide Water Oil Daly–News
7:30	American Motors American Dairy Derby Foods Disneyland
7:45	
8:00	Liggett-Myers The New Stu Erwin Show
8:15	
8:30	Remington Rand-Knomark Mfg. (Alt. wks.) Masquerade Party
8:45	Sheaffer Pen Co., Admiral Corp. (alt. wks.) Who Said That?
9:00	President's Press Conference F
9:15	
9:30	
9:45	
10:00	
10:15	
10:30	
10:45	
11:00	
11:15 PM	

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00		*Lamp Unto My Feet*		
10:15				
10:30		*Look Up and Live*		
10:45				
11:00				
11:15				
11:30				
11:45				
12:00 N		*Winky Dink and You*		Capt. Hartz & His Pets Hartz Mtn. Prods. L
12:15 PM				
12:30	Voice of Prophecy Faith for Today	Quaker Oats Contest Carnival L		
12:45				
1:00				*Princeton '55* L
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM		The Morning Show M-F 7-9 a.m. Participating Sponsors		
9:15				
9:30				
9:45				
10:00		Garry Moore Show and Arthur Godfrey Time (See Footnotes For New Time Schedule)		General Mills, Fri. Ding Dong School L Gerber Prds. Thursday
10:15				
10:30				Borden Co. Way of the World L
10:45				*Sheilah Graham Show* L
11:00				Participating Sponsor Home L
11:15				
11:30		Colgate-Palmolive M-F 11:30-12 N Strike It Rich L		
11:45		Gen. Mills (MWF) Toni Co. (TuTh) Valiant Lady		
12:00 N		Amer. Home Products Love of Life		*Tennessee Ernie Ford* L
12:15 PM		P&G Search for Tomorrow		
12:30		P&G Guiding Light		Feather Your Nest Colgate-Palmolive L
12:45		Gen. Foods Portia Faces Life		
1:00		P&G Road of Life		
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				Pinky Lee Show L
10:15				
10:30	Brown Shoe Smilin' Ed's Gang			Paul Winchell Show Tootsie Rolls L
10:45				
11:00		Winky Dink and You		Funny Boners L
11:15				
11:30		Wander Co. (alt. wks.) Gen. Mills Captain Midnight F		Kraft Foods Tom Corbett Space Cadet L
11:45				
12:00 N				Mr. Wizard L
12:15 PM				
12:30		National Dairy The Big Top L		
12:45				
1:00		Gen. Mills The Lone Ranger F		
1:15				

SUN

	CBS
1:30 PM	
1:45	
2:00	
2:15	
2:30	
2:45	
3:00	
3:15	
3:30	
3:45	
4:00	
4:15	
4:30	
4:45	
5:00	
5:15	
5:30	
5:45 PM	

THURSDAY

NBC	ABC	CBS	DuMONT	NBC
	Kukla, Fran and Ollie		Walter H. Johnson & Co. Capt. Video	
	John Daly News		Miles Labs. Morgan Beatty News	
Coca-Cola Eddie Fisher L	General Mills Lone Ranger F	American Tobacco News		Dinah Shore Chevrolet L
Plymouth News Caravan L		Gen. Electric Jane Froman		Camel News Caravan L
GE I Married Joan F	Soldier Parade L	General Electric Ray Milland Show F		DeSoto-Plymouth Groucho Marx F
Scott My Little Margie F	Chevrolet T-Men in Action	Chrysler Motors Climax—Shower of Stars L		Borden Justice L
Kraft Foods Television Theatre L	Brillo Star Tonight			Chesterfield Dragnet F
		Singer Sew'g. alt. wks. Brstl. Myrs. Four Star Playhouse		Ford Theatre F
Hazel Bishop This Is Your Life (alt. wk.) P&G	Pond's Extract Pond's Theatre	Philip Morris (alt. wks.) Revlon Public Defender F		Lever Bros. Lux Video Theatre L
Big Town A. C. Spark Div.—G.M. (alt. wk.) Lever Bros. F		Carter Prods Alt. Whitehall Name That Tune L		

FRIDAY

ABC	CBS	DuMONT	NBC
Kukla, Fran and Ollie		Co-op Capt. Video	
Tide Water Oil Daly–News		Miles Labs. Morgan Beatty News	
National Biscuit Co. Rin Tin Tin F	Pharmaceuticals-News		Coca-Cola Eddie Fisher L
Lambert Hotpoint (alt.) Ozzie & Harriet F	Ligg. & Mys. Perry Como L		Camel News Caravan L
Lehn & Fink Ray Bolger L	General Foods Mama		Red Buttons 3 of 4 J. Carson 1 of 4 Pontiac L
Mogen David Wines Dollar a Second	R. J. Reynolds alt. wks. P&G Topper F		Gulf—Life of Riley F
Sterling Drug The Vise	Schlitz Playhouse of Stars F		Simoniz & Amer. C&C Big Story F
	General Foods Sanka Our Miss Brooks F		Campbell Dear Phoebe F
Brown & Williamson The Line-Up		Emerson Drug Lentheric Chance of Lifetime	Gillette Cavalcade of Sports L
American Oil, Hamm Brewing (alt. wks.) Noxzema Person to Person		Western Union Teleg. Co. (alt. wks.) Down You Go	Jan Murray Time L
Longines Chronoscope			

SATURDAY

ABC	CBS	DuMONT	NBC
	Wrigley Gene Autry Show		No Network Service
Compass	Sylvania Beat the Clock L		Swift & Co. Swift's Show Wagon L
The Dolly Mack Show	Schick Sheaffer Pen Nescafe Jackie Gleason (co-sponsorship) L		Pillsbury-Green Giant Mickey Rooney Show F
			Toni Co. So This Is Hollywood L
Ozark Jubilee L	P. Lorillard Two for the Money L		I. Coca Show Griffin, SOS Lewis Howe J&J L (1 wk. of 4) 9-10:30 P.M. Liebman Oldsmobile
	P&G alt. wks. Simmons My Favorite Husband		Texaco Star Theatre J. Durante L (alt.) O'Connor F
TBA	Helene Curtis Inc. Professional Father		Geo. Gobel Show Armour (alt.) Pet Milk L
	General Mills Willy F		Am. Tobacco Warner Hudnut Your Hit Parade L

6:00 PM
6:15
6:30
6:45
7:00
7:15
7:30
7:45
8:00
8:15
8:30
8:45
9:00
9:15
9:30
9:45
10:00
10:15
10:30
10:45
11:00
11:15 PM

SUNDAY

CBS	DuMONT	NBC
		Religious Hour Frontiers of Faith L
		American Inventory L
		Youth Wants To Know L
		Background L
		American Forum L
		Serutan Co. Juvenile Jury
		Quaker Oats Zoo Parade L
		Hall Bros. Hall of Fame L
		Heinz Capt. Gallant of the Foreign Legion F

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	P&G Welcome Travelers		
	Robert Q. Lewis (See footnote)	All About Baby (see footnote)	
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF Big Payoff Sus. Tu., Thurs.	Co-op Paul Dixon Show	*The Greatest Gift* L
	Bob Crosby (See footnotes)		P&G Golden Windows L
	P&G The Brighter Day		*One Man's Family* L
	Am. Home Pr. Secret Storm 4:15-30 M-W-F Sus. Tu, Th		P&G L Concerning Miss Marlowe
	P&G On Your Account 4:30-5		*Hawkins Falls* L
	Gen. Mills Barker Bill's Cartoons W&F 5-5:15		First Love Jergens Co.] L
			Frnch. Mstd World of Mr Sweeney L
			Modern Romances Col.-Pal. L
			Pinky Lee Show L
			Howdy Doody (See Footnote)

SATURDAY

ABC	CBS	DuMONT	NBC
	Lever Bros. Uncle Johnny Coons		
	What in the World		
	Youth Takes a Stand		
			NBA Professional Basketball Games (Last Game 3/26 or 4/2)
	Florida Derby 3/26 only		

Explanation: Programs in italics, sustaining; Time, EST; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

CBS—Garry Moore M.—Thu. 10-10:30 a.m., Fri. 10-11:30 a.m.
10-10:15 Mon. Bristol Myers, Tue. Alka-Seltzer, Wed. Simoniz, Thu. Swiftning, Fri. Swift All Sweet.
10-10:15 Thu.—Bristol Myers.
10:15-30 Mon. Comstock alt. wks. A. E. Staley, Tue. Kellogg, Wed. Best Foods, Thu. Toni alt. wks. Chun King, Fri.
10:30-45 Fri. Yardley.
10:45-11 Fri. Converted Rice.
11-11:15 Fri. Borden.
11:15-30 Fri.—Swift.

Arthur Godfrey
10:30-45 a.m. Mon.—Minnesota Mining Mfg. Wed.—Corn Prod. Tu. & Th. Frigidaire.
10:45-11 a.m. M. & W.—Bristol Myers. Tu. & Th.—Kellogg.
11-11:15 a.m. M. & W.—Lever Bros. Tu. & Th.—Toni.
11:15-30 a.m. M.-Th.—Pillsbury.

Robert Q. Lewis—2-2:15 p.m., Tue. Alka-Seltzer, Wed. Corn Prod., Thu. S. C. Johnson, Fri. Doeskin Prod.
2:15-30 p.m. Tue. Helene Curtis, Wed. General Mills, Thu. Swanson, Fri. General Mills.

House Party
2:30-45 M., W., Fri. Lever Bros., Tu.-Th. Kellogg.
2:45-3 p.m. M.-Thu. Pillsbury, Fri. Hawaiian Pineapple Co.

Bob Crosby—3:30-45 p.m. Tue. Toni, Thu. Swanson, Fri. S.O.S. alt. wks. only.
3:45-4 p.m., M., W., Fri.—General Mills. Thu.—American Dairy.

DuMont—Libby, McNeill & Libby (Thurs. 2-2:15 p.m. only), Swift & Co. (Fri. 2-2:15 p.m. only).

NBC—Mon.-Fri. "Howdy Doody" 5:30-6 p.m., EST, Standard Brands, Inc., Kellogg Co., Colgate-Palmolive Co., Continental Baking Co. Inc., Ludens Inc., International Shoe Co., Welch Grape Juice Co., Campbell Soup Co.

WEDB (TV) Birmingham. This is the 35th educational tv grant made by the Commission.

The new ch. 2 facility will be linked with WEDM and WEDB. Estimated cost of construction was listed as $166,500. The ch. 2 grant specifies 100 kw visual and 60.3 kw aural with antenna height of 670 ft. above average terrain. Grant is subject to condition that no construction commence until FCC approves antenna site and structure with respect to air navigation safety.

WFEA Complaint Dismissed

FCC denied a complaint of newspaper firm Union Leader Corp., Manchester, N. H., requesting the FCC to institute revocation proceedings against WFEA Manchester. The Union Leader Corp. had alleged that WFEA had violated the FCC rules as to editorializing and was not operated to serve the private interests [B•T, June 21, 1954]. The FCC denial said that no adequate reasons have been advanced for revocation proceeding.

DEFINE FCC RIGHT, ANPA ASKS COURT

Filed in support of McClatchy Broadcasting Co. appeal against Sacramento tv ch. 10 grant, brief urges that court affirmatively rule that Commission has no authority to discriminate against newspaper applicants in granting licenses.

CLEAR-CUT determination that the FCC may not "discriminate" against newspaper owners in granting broadcast licenses was asked by the American Newspaper Publishers Assn. last week.

In an *amicus curiae* brief, filed with the U. S. Court of Appeals in Washington in the Sacramento (Calif.), ch. 10 case, ANPA ranged itself with McClatchy Broadcasting Co. in fighting the FCC's grant of the Sacramento vhf channel to Sacramento Telecasters Inc. [B•T, Feb. 28].

The FCC last year overruled an examiner's initial decision favoring the ch. 10 grant to McClatchy. It found "determinative" the fact that McClatchy is engaged in newspaper publishing. The McClatchy newspapers are the *Sacramento Bee*, *Fresno Bee* and *Modesto Bee*. McClatchy also owns KFBK Sacramento, KMJ-AM-FM-TV Fresno, KBEE (FM) Modesto, KERN Bakersfield and KOH Reno (Nev.). McClatchy has purchased KBOX Modesto for $75,000, subject to FCC approval, and has sold KWG Stockton to its program manager and a local physician for $75,000, the FCC approving last week.

This ownership, the Commission ruled, was counter to its diversification of the media of communications policy, and made it necessary to authorize the Sacramento channel to Sacramento Telecasters, owned primarily by John H. Schacht, president-general manager of KMOD Modesto.

ANPA, representing 790 daily and Sunday newspapers, asked the court to strike down this FCC policy. It asked the court to affirmatively rule that the FCC has no authority to discriminate against newspapers in owning broadcast stations.

Only last month, ANPA pointed out, the Court of Appeals ruled that the FCC could not "freeze into a binding rule" a limitation on multiple ownership. This was the decision in the Storer Broadcasting Co. appeal against the Commission's multiple ownership rule which saw the court topple the Commission's numerical limitation rule on single ownership [B•T, Feb. 28].

"Yet this is exactly what the Commission has done through the application of its diversification policy," ANPA said.

'No Power'

The ANPA brief, submitted by attorney Elisha Hanson, continued:

"The Commission has no power under the [Communications] Act to differentiate between applicants for the purpose of arriving at a general policy with respect to a particular class.

"In announcing the diversification policy, the Commission demonstrated its confusion between public policy and public interest. In doing so, it sought to appropriate the policy making powers of Congress and to erect a policy in substitution of the one written by Congress in the Act—namely equality of right and opportunity."

Referring to the examiner and the Commission's decisions, ANPA pointed out that "McClatchy was found never to have engaged in monopolistic practices; never to have evidenced monopolistic tendencies, and not to have a monopoly of media for mass communications in the area."

Arguing that the FCC's decision was arbitrary and capricious and violated due process, ANPA said:

". . . the Commission's decision flowed from its policy of preferring a non-newspaper applicant to a newspaper applicant. To accomplish this result it picked and chose among facts, disregarded the overwhelming weight of evidence in favor of appellant, belittled any evidence that did not service its purpose and finally based its decision on its policy of preference. To reach the decision it reached, it had to resort to that policy. Otherwise, had it complied with the Act, it could not have reached it."

The Commission overstepped its bounds, ANPA declared, when it "attached over-riding importance to its doctrine of diversification despite the fact that the principle stated reason

NOW 38TH* IN SUPERMARKET SALES

SUPERMARKET SALES		Millions
36	MEMPHIS	$57.6
37	SAN ANTONIO	
38th	PHOENIX	$55.5
39	JACKSONVILLE	
40	OMAHA	$54.8

*SRD Consumer Markets '54

Local Supermarket sales — increasing every year — show that Phoenix families eat well and live well. There is a growing demand for luxury items, as well as for basic-need groceries and allied merchandise handled in Phoenix supermarkets. This area's mushrooming population makes it a receptive market for your product.

Tell YOUR sales-story the result-getting way, over KPHO and KPHO-TV—dominant first choices of advertisers who seek a "family" market!

SOLD ~~reached~~ most effectively through . . .

YOUR MEREDITH STATIONS

KPHO-TV and KPHO

Channel 5 • CBS Basic
First in Arizona since '49

Dial 910 • ABC Basic
Hi Fidelity Voice of Arizona

AFFILIATED WITH BETTER HOMES and GARDENS • REPRESENTED BY KATZ

the biggest daytime coverage in the biggest state

Chances are you'll WANT the largest square mile coverage of any Texas radio station. . . .

With KENS you'll GET 105 counties in the .5 Millivolt area, including 4,271,400 people (1,171,100 families) with an annual buying income of $5,845,696,000.

The powerful 50,000 watt daytime voice of KENS on 680 KC. dominates the tremendous oil-rich, cattle-rich, farm-rich growth area of South Texas lying between Houston—Waco—San Angelo—Del Rio and Brownsville. With KENS you cover a 109,737 square mile area at an astonishingly low cost per thousand! Get details now:

Represented Nationally by FREE & PETERS, INC.

for the existence of the policy, namely monopoly, or the threat of monopoly, is not present."

The nature of the business engaged in by an applicant is but one factor to be appraised, ANPA said.

"Finally, after such evaluation, the Commission is required to base its final decision on which applicant will furnish the best service in the area proposed to be served—not on a policy or rule of the Commission favoring one type of an applicant over another and virtually proscribing the latter type if the former is financially qualified," ANPA concluded.

This was in reference to the 1951 Scripps-Howard case where the court upheld the Commission's right to consider newspaper ownership as one factor in making a determination as to which of two applicants it could grant.

Over the objections of the FCC, the court early this year authorized ANPA to enter the Sacramento case as a "friend of the court."

The McClatchy brief, filed last month, raised the question whether the FCC can use its diversification policy to bar an applicant from a grant even though it is found preferable to the competing applicant in all other respects.

The FCC in 1944, following a three-year investigation, announced that although it was not going to bar newspapers from broadcast station ownership completely it would consider newspaper ownership in line with its policy of discouraging monopoly of communications and of encouraging diversification in the ownership of broadcast stations.

Since then, the Commission has more and more used the diversification policy—which includes other broadcast ownership also—in making grants where more than one applicant is involved. However, it has usually implied that newspaper or other station ownership is only one factor among criteria on which a decision is based. Other factors are local ownership, integration of ownership and management, past performance, civic activities of principals, program proposals, staffing, equipment, etc.

In the last two years, in the majority of final after-hearing tv decisions, newspaper owned applicants, or those with newspaper connections, have been denied grants. All have either filed appeals in the appellate court in Washington or are planning to do so (see "Diversification: Its Case History," B•T, Nov. 1, 1954).

In only two instances recently—*Tampa* (Fla.) *Tribune* for Tampa-St. Petersburg ch. 8 and Biscayne Television Corp., comprising a merger of Cox and Knight newspaper-radio interests, for Miami ch. 7 [B•T, Jan. 24]—has the Commission favored newspaper connected applicants.

The Sacramento appeal is considered the bellwether of such cases. On the outcome may depend the continuance or discontinuance of the Commission's avowed intention of giving a non-newspaper applicant—or a non-broadcaster—the edge in contested hearing cases.

Delinquency, Monopoly Funds Approved by Rules Committee

THE SENATE Rules Committee last week approved S Res 61, asking $250,000 for investigations by the Senate Judiciary Committee's Anti-Monopoly Subcommittee, and S Res 62, asking $154,000 for the Judiciary's Juvenile Delinquency Subcommittee.

Sen. Harley M. Kilgore (D-W. Va.), chairman of both the parent Judiciary Committee and its anti-monopoly unit, has proposed for the latter group a probe of "monopolistic practices" in communications.

The juvenile delinquency unit, of which Sen. Estes Kefauver (D-Tenn.) is chairman, expects to hold additional hearings on television programming and on motion pictures and will issue a special report on tv programs as a possible factor in child delinquency.

The resolutions now go to the Senate for action.

5-MILE-LIMIT WON'T BE RETROACTIVE–FCC

FCC proposal to limit tv antennas to five miles outside the boundaries of the principal city to be covered [B•T, March 7] will not be retroactive, official FCC spokesmen declared last week.

The rule is essentially to prevent "migrations" by existing or future tv stations in secondary markets to envelop a major city, one official said. He said he was referring most specifically to the CBS-WSTV-TV Steubenville proposed move to Florence, Pa., with its transmitter located 3.5 miles from Pittsburgh. He also mentioned the proposed KSLM-TV Salem, Ore., move to cover Portland, Ore.; WSLA (TV) Selma, Ala., move to cover Montgomery, Ala.; KGEO-TV Enid, Okla., move to cover Oklahoma City, and a KSWS-TV Roswell, N. M., move to establish a regional coverage.

The proposal, if adopted, will have no effect on such existing situations as KGUL-TV Galveston, covering Houston; KOVR (TV) Stockton, Calif., covering San Francisco; KTVX (TV) Muskogee, Okla., covering Tulsa; WTTV (TV) Bloomington, Ind., covering Indianapolis, or WINT (TV) Waterloo, Ind., covering Fort Wayne.

Nor would the proposal involve WSPA-TV Spartanburg, S. C., this official said. Actually, WSPA-TV's original grant on Hogback Mt. is more than five miles from that city; its move to Paris Mt., six miles out of Greenville, S. C., is not to cover Greenville. It would adequately cover Greenville from Hogback Mt., it was pointed out. Paris Mt. is about the same distance from Spartanburg as Hogback, it was said.

House Unit Blocks Move To Allow Broadcast Coverage

THE HOUSE Rules Committee in a closed session last week turned down a proposal to amend House rules to permit broadcasting and televising of open committee hearings.

The House group, headed by Rep. Howard W. Smith (D-Va.), had held three days of hearings the week before on committee procedures, including a proposal (H Res 99) by Rep. George Meader (R-Mich.) to allow radio-tv coverage of public committee hearings, at the discretion of the committee concerned [B•T, March 7].

House committees follow the rules of the House, which have been interpreted by Speaker Sam Rayburn (D-Tex.) to mean that radio-tv should be barred from committee activities. Present practice in the Senate is that individual committees may decide whether their activities are broadcast or televised.

Former Speaker Joseph W. Martin (R-Mass.), in the 83d Congress, made an interpretation just the opposite of that made by Speaker Rayburn, and House committees in 1953-54 were allowed to admit radio-tv at their own discretion.

It wasn't a
CLOSE-SHAVE
IN BOSTON!
20 Gillette BLUES IN DISPENSER
40 SHAVING EDGES
Gillette
Not for
WBMS and
SYMPHONY SID
3 to 5 PM
Daily
1090 KC
WBMS
BOSTON
Because Gillette's survey of top d.j.'s in Boston showed WBMS & SYMPHONY SID way up in popularity. It's no wonder Gillette now joins other national sponsors on WBMS.
The Billboard
The Amusement Industry's Leading Newsweekly
SPONSOR TALK: The Gillette Razor Company conducted a scientific study to determine which Boston deejays would do the best selling job for them before they bought a 52-week saturation schedule on Symphony Sid's show over WBMS, and Bob Clayton's program on WHDH. The boys were declared Boston's two top deejays, according to a survey conducted for Gillette by the Edward J. Noonan Market Research Organization. This is the fifth national sponsor bagged by WBMS in the last 10 months. . . .
My Boston
BOSTON EVENING AMERICAN
Survey Will Surprise Hub Disk Jockeys
By ALAN FRAZER
DISK JOCKEYS will be surprised by the results of a popularity poll taken by a research organization for a large manufacturer. Young people made SYMPHONY SID of WBMS, whose right name is SID TORIN, No. 1 on a list of 10 . .
THE FRIENDLY GROUP
For Availabilities Call, Write or Wire . . .
Station WBMS HOTEL SOMERSET, Boston. —
Norman B. Furman, Managing Director or INDIE SALES.
WFPG WSTV
WBMS WPIT
WSTV-TV

HOW TO MIX BUSINESS AND POLITICS

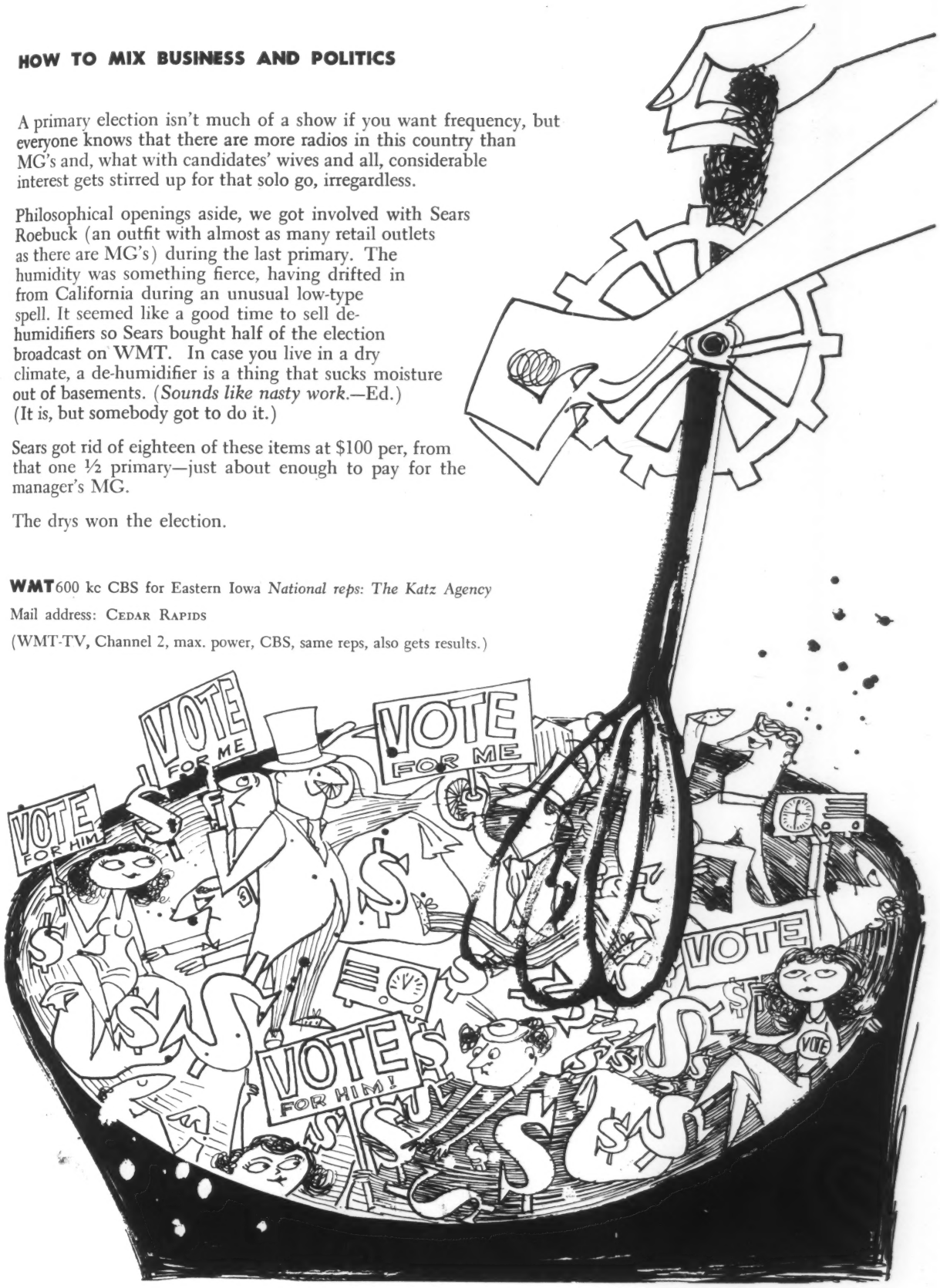
A primary election isn't much of a show if you want frequency, but everyone knows that there are more radios in this country than MG's and, what with candidates' wives and all, considerable interest gets stirred up for that solo go, irregardless.

Philosophical openings aside, we got involved with Sears Roebuck (an outfit with almost as many retail outlets as there are MG's) during the last primary. The humidity was something fierce, having drifted in from California during an unusual low-type spell. It seemed like a good time to sell de-humidifiers so Sears bought half of the election broadcast on WMT. In case you live in a dry climate, a de-humidifier is a thing that sucks moisture out of basements. (*Sounds like nasty work.*—Ed.) (It is, but somebody got to do it.)

Sears got rid of eighteen of these items at $100 per, from that one ½ primary—just about enough to pay for the manager's MG.

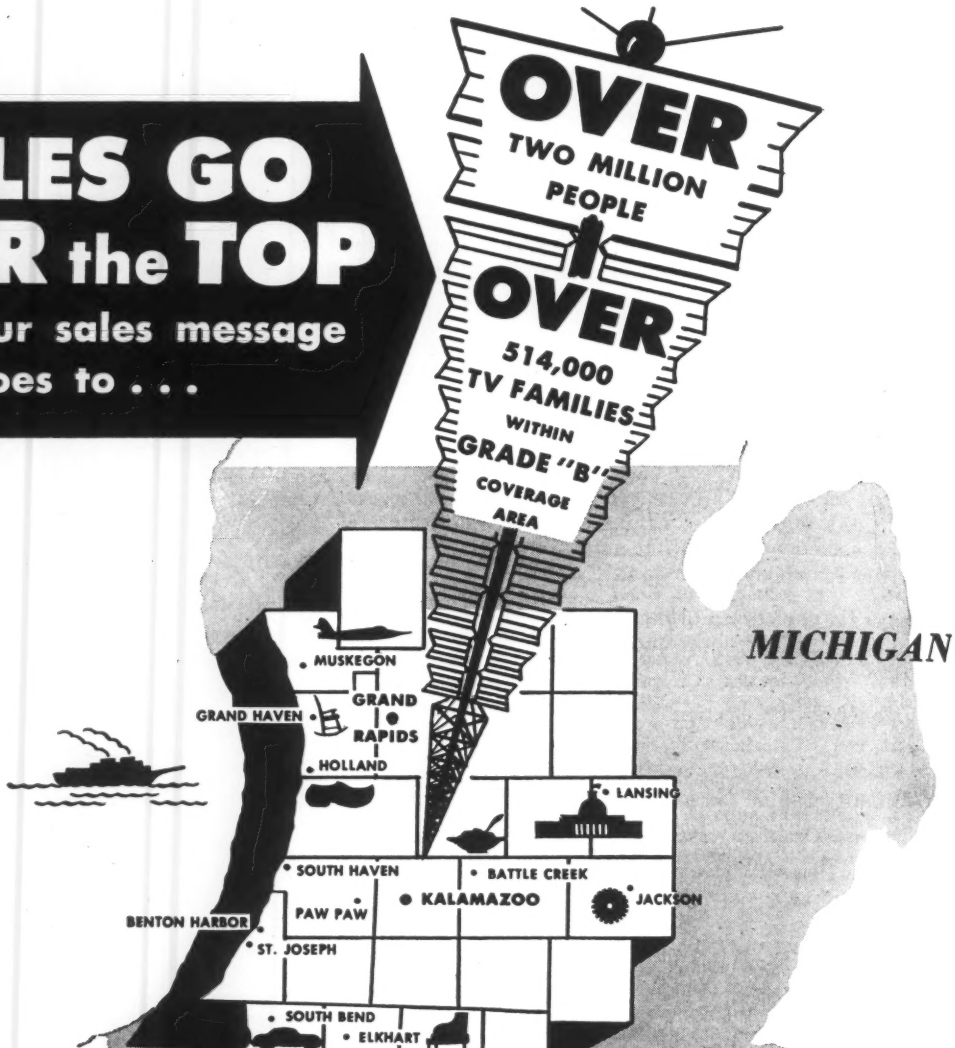
The drys won the election.

WMT 600 kc CBS for Eastern Iowa *National reps: The Katz Agency*
Mail address: CEDAR RAPIDS
(WMT-TV, Channel 2, max. power, CBS, same reps, also gets results.)



SALES GO OVER the TOP

when your sales message goes to . . .



WKZO-TV (Channel 3) has 100,000 watts of power—has a new 1000-foot tower—*offers you 514,000 families within its grade B coverage area!*

So more than ever, WKZO-TV can help you go *over the top in Western Michigan!*

100,000 WATTS VIDEO • CHANNEL 3 • 1000′ TOWER

WKZO-TV

OFFICIAL BASIC CBS FOR WESTERN MICHIGAN

Avery-Knodel, Inc., Exclusive National Representatives

The Fetzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

DOES 'EQUAL TIME' APPLY TO IKE?

Question raised by Sen. Magnuson is whether Democrats should be given chance to answer remarks made by President Eisenhower at weekly news conferences.

WHETHER President Eisenhower's weekly news conferences released to radio and tv should come under the "equal time" provision of the Communications Act has been posed by Chairman Warren G. Magnuson (D-Wash.) of the Senate Commerce Committee.

In an interview with B•T, Sen. Magnuson expressed his belief that much of the material in the presidential conferences is politically partisan, and, therefore, a Democratic spokesman should be given equivalent radio-tv time. (Sec. 315 of the Communications Act applies to political candidates.)

The Washington Democrat also indicated:

• **On multiple station ownership.** That it might be incumbent upon Congress to enact legislation setting a limit on the number of radio and tv outlets one entity may own. But this would come, he said, only after the FCC has exhausted all other remedies to retain its numerical limitation rule, including the Commission's planned appeal to the U. S. Supreme Court from a recent decision by the U. S. Court of Appeals for D. C. which scuttled the rule [B•T, Feb. 28, *et seq.*].

• **On boosting production of all-channel sets.** That he (1) favors elimination of the 10% federal excise tax on all-channel sets and hopes Congress will remove it, and (2) will call on major tv set manufacturers to meet with the Commerce Committee within 30 days to attempt to work out an agreement among them to build only all-channel sets.

(Asked whether he felt such an agreement might not be considered collusion in violation of anti-trust laws, Sen. Magnuson said he didn't feel this would be collusion, but compliance with a request from the Commerce Committee.)

• **On the committee's network and uhf-vhf probe.** That he is likely to call the FCC up for hearing within 10 days to two weeks after the Commission makes its preliminary report next Friday on the Plotkin Memorandum and Jones Progress Report. This would set the beginning of hearings probably sometime in early April. Sen. Magnuson is scheduled to address a council of chambers of commerce of the 11 western states March 21 or 22 in San Francisco.

• **On the Justice Dept.'s preliminary report last week on questions in the Plotkin Memorandum.** He said earlier in the week that he is "pleased" with the attitude of the Justice Dept.

• **On the cost of tv political campaigning.** That it is entirely too high. Tv, Sen. Magnuson said, has become a "rich man's medium."

• **On liquor advertising on radio and tv.** That the Commerce Committee expects to hold hearings. However, there has been no heavy pressure by the drys for a hearing on the bill (S 923) by Sen. William Langer (R-N. D.) to outlaw liquor advertising, and hearings may be delayed until the second session. (Also see story, page 88.)

• **On a counsel for the network probe.** That he has "two or three" candidates under consideration and is checking their backgrounds; that he will make his choice early this week.

Sen. Magnuson on Thursday made public the Justice Dept.'s preliminary report replying to questions directed to the department in the Plotkin document.

The Justice Dept. letter said it could not express a "considered opinion" on whether the FCC's Chain Broadcasting Regulations should be abolished and networks held accountable under the anti-trust laws. This was in answer to Mr. Plotkin's question of whether "more effective regulation and promotion of free competition" would result if such were the case. This question, the Justice Dept. added, first should be answered by the FCC.

"Regulation" and "free competition" are antithetical under the free enterprise system, the Justice Dept. said. Since government regulation is essential to limit and select the applicants for entry into the broadcasting business, interpretation of the anti-trust laws in cases involving telecasters "must take into account the fact that entry is regulated by the government."

Justice said it had joined in a petition to the Supreme Court in 1948 asking review of an appeals court ruling which "intimated that different standards of accountability under the anti-trust laws apply to networks because of the Chain Broadcasting Regulations." The petition, made on grounds that Sec. 313 of the Communications Act makes the anti-trust laws "fully applicable" to networks, was denied by the Supreme Court. Perhaps that is why Mr. Plotkin implies in his question that if the Chain Broadcasting Regulations were abolished, the networks would be subject to higher standards of accountability under the anti-trust laws "than is presently the case," the Justice Dept. said.

Commenting on Mr. Plotkin's question of whether proceedings against any network are warranted under the anti-trust laws, the Justice Dept. said it has been "on the alert" for any network violation of these laws. Justice added: "It would be inappropriate to report upon any particular complaints, but you may be assured that we will continue to investigate any complaints" on violation of anti-trust laws.

The Justice Dept. said it felt the Plotkin Memorandum's questions "to be of great importance." The department, which also had been asked by Sen. Magnuson to comment on the Jones Report, said that since Mr. Jones had concluded that the committee still needs more information for "any comprehensive program of reform," there is "no necessity to deal with" the suggestions. Mr. Jones had made no recommendations concerning the Justice Dept.

FCC Grants 4 Ams, 1 Fm, Permits WLEW Changes

FOUR NEW standard stations and one new Class B fm station were granted by the FCC last week.

A fulltime am station on 1450 kc with 250 w at Carrizo Springs, Tex., was granted to Ben L. Parker, owner of KBOP Pleasanton and KBLP Falfurrias, both Texas.

Fulltime standard station at Hillsdale, Mich., on 1340 kc with 100 w, was granted to Baw Beese Broadcasters Inc. Principals of Baw Beese include E. Harold Munn Sr. and E. Harold Munn Jr., stockholders of WTVB-AM-FM Coldwater and WSTR Sturgis, both Michigan.

New fm station on ch. 236 (95.1 mc) at Chambersburg, Pa., was granted to Rev. James R. Reese Jr. The station will broadcast with an effective radiated power of 4.4 kw and with an antenna height of 135 ft. above average terrain. Grant is subject to condition that program tests do not begin until Rev. Reese severs all connections with WCHA-FM Chambersburg. Rev. Reese is presently responsible for all programming of WCHA-FM.

Meanwhile, FCC by order made effective immediately an initial decision and granted the bid of Progressive Broadcasting Co. for a new 250 w daytime am station on 1050 kc in Lawton, Okla. This proceeding also involved the mutually exclusive application of White Radio Co., Wichita Falls, Tex., which made no appearance at the hearing and was held in default.

FCC, by order, also made effective immediately its grant of Nov. 3 to Cumberland Valley Broadcasting Co. (WBMC) for a new daytime am station on 960 kc with 500 w in McMinnville, Tenn. FCC terminated the hearing and set aside the order which had postponed the effective date of the grant on protests of WAGG Franklin, Tenn., and WMMT McMinnville.

FCC also made effective immediately an initial decision and granted bid of WLEW Bad Axe, Mich. to change from daytime operations on 1540 kc with 250 w to fulltime operations on 1340 kc with the same power.

WWBZ MAY LOSE LICENSE OVER RACING PROGRAMS

Chief FCC hearing examiner recommends denial of license renewal to Vineland, N. J., station for programming beneficial to bookies.

CHARGING that the regular afternoon horse race programming on WWBZ Vineland, N. J., "is susceptible of use by, and unquestionably is helpful and beneficial to, persons engaged in unlawful gambling activities," Chief FCC Hearing Examiner James D. Cunningham issued an initial decision last week which would deny renewal of license to the station.

He took note of WWBZ's "policy to continue the broadcasting of such information" [racing news]. Commenting on the station's overall programming, the examiner's decision pointed out that WWBZ aired only one 45-minute educational program in 1953 and a quarter-hour educational show in 1954.

In his conclusions, Examiner Cunningham said "the Commission will not find in the public interest a radio broadcast operation, any aspect of which is calculated to benefit or aid, even in the slightest measure, unlawful elements or practices. Its policy in this behalf has long since been announced, and it will, therefore, refuse to renew licenses for such operations."

Referring to testimony that bookmakers had listened to WWBZ in 1950 and 1952, Examiner Cunningham wrote, "The radio receiver, which in these instances was tuned to WWBZ, was probably the most essential item of the bookmaker's operating equipment, for the success or failure of his illicit business depends largely upon the speed with which he is able to obtain race results, and this medium has been found to serve the purpose most efficiently and expeditiously." He continued:

> The reaction of the Commission's Broadcast Bureau, as reflected in its proposed findings, that the station is and has been neglectful of certain types of programs which would appear vital to the welfare of the Vineland area, is supported by the record. A well-rounded and properly balanced program service, which meets the diverse needs of the communities served, is expected and required of each broadcast licensee. It is clear from the evidence that consideration has not been given by the station management to these needs, a condition which in all probability may be due to the fact that such a large segment of each broadcast day is allocated on a permanent basis to the *All Sports Parade* and *Sports Resume* programs. Long since, a careful review and study by the WWBZ board of directors of the Commis-

sion's report of 1946, entitled *Public Service Responsibility of Broadcast Licensees*, would have been appropriate, and, indeed, advantageous.

In its proposed findings in the case, WWBZ last month claimed there hasn't been a bookmaker in Vineland for six months and local police have found nothing objectionable in its programs [B•T, Feb. 21]. Citing high interest in racing there, WWBZ said its race news has been modified since June 1953.

White House Names Anderson (KTRK-TV) as Aide

DILLON ANDERSON, 48, Houston lawyer, last week was named by President Eisenhower to be his special assistant for national security affairs. He was an Army officer in World War II and has been a consultant to the National Security Counsel since 1953. He holds an interest in KTRK-TV Houston, ch. 13 outlet, and is a director of Westinghouse Electric Corp.

Mr. Anderson is the third broadcaster to join the White House staff [B•T, Feb. 28]. Howard Pyle, former Arizona governor on leave as vice president of KTAR, is serving as a liaison assistant with states and municipalities as well as independent federal agencies.

Fred A. Seaton, former Assistant Secretary of Defense and an ex-senator (R-Neb.), was inducted into office Feb. 21 as a member of the White House liaison unit with Congress.

In moving to the top security post at the White House, Mr. Anderson succeeds Robert Cutler of Boston. Besides his legal work he writes fiction and owns a farm in Texas. He was a Democrat-for-Eisenhower in the 1952 campaign.

New House Unit to Hold Hearings on Tv Tower Limit

CHAIRMAN Oren Harris (D-Ark.) of the House Commerce Committee's new Transportation & Communications Subcommittee has indicated his group hopes to hold hearings on proposals submitted by himself and Rep. Carl Hinshaw (R-Calif.) to limit the height of tv towers to 1,000 feet.

Rep. Harris also said he feels some sections of the Communications Act should undergo revision, but has made no definite plans.

Other members of the new subcommittee are Reps. Peter F. Mack Jr. (D-Ill.), John Bell Williams (D-Miss.), Isidore Dollinger (D-N. Y.), Walter Rogers (D-Tex.), John J. Flynt Jr. (D-Ga.), Charles A. Wolverton (R-N. J.), Hinshaw, Joseph P. O'Hara (R-Minn.), Robert Hale (R-Me.) and James I. Dolliver (R-Iowa).

Langer Not Expected To Drop Bill Prohibiting Liquor Ads

A SPOKESMAN for Sen. William Langer (R-N. D.) said last week the North Dakotan probably would not ask for action to be withheld on his bill to prohibit liquor advertising on radio and tv and in other media.

The statement was made after it was revealed that the North Dakota State Senate had killed a proposal in the state legislature aimed at beer advertising. It was said that agricultural interests put up strong opposition to the bill because North Dakota is the leading producer of barley, used in brewing.

The North Dakota proposal had cleared the lower house before the barley interests got organized, it was understood.

Chairman Warren G. Magnuson of the Senate Commerce Committee has indicated his committee probably will hold hearings on liquor advertising on radio and tv (see story, page 87). These hearings would be on the current Langer bill (S 923).

FCC Approves Sales Of KWG, WTOV-TV, KENO

SALES of KWG Stockton, Calif.; WTOV-TV Norfolk, Va., and KENO Las Vegas, received FCC approval last week.

KWG was sold by McClatchy Broadcasting Co. for $75,000 to Delta Broadcasting Co., composed of equal partners James E. Lange, KWG program director, and Dr. Lewis B. Saslaw. McClatchy sold KWG in order to purchase KBOX Modesto, Calif., as a companion station to its owned KBEE (FM) there. This proposed purchase was designated for hearing a fortnight ago because of overlap with McClatchy-owned KFBK Sacramento and KMJ Fresno [B•T, March 7].

Ch. 27 WTOV-TV which has suspended operations was sold by Commonwealth Broadcasting Corp. to Tim Brite Inc. for $17,500 plus assumption of notes due RCA for $63,000 and $15,000 for equipment and real estate purchased from WAVY Portsmouth, Va. Tim Brite Inc., Hyattsville, Md. (Washington area), advertising agency, is owned by Temus R. Bright and his wife.

KENO was sold by Nevada Broadcasting Co. for $80,000 to newly formed company Nevada Broadcasting Co. Nevada Broadcasting is composed of E. Oncken (37.5%) news editor of KENO and managing editor of *Las Vegas Sun*; Ralph O. Dow (25%), chief engineer at KENO, and Merl Sage (37.5%), commercial manager at KENO.

Appeals Court Denies KRIC Request Against KFDM Grant

U. S. COURT OF APPEALS last Thursday denied the request of KRIC Beaumont, Tex., for a stay order against the FCC's grant of Beaumont-Port Arthur ch. 6 to KFDM there [B•T, Jan. 31].

Court said it was denying request because a stay would penalize the people of the area. It said it was sure that should KRIC win out on the merits, the fact that KFDM-TV was operating would not prejudice its case before the FCC. However, it requested the Commission not to issue any license, or approve any transfer application, until KRIC's appeal was decided. The court said it would be permissible to issue any temporary authority required to put the station on the air.

KFDM, principally owned by D. A. Cannan, majority owner of KFDX-AM-TV Wichita Falls, Tex., received the FCC's approval last year. Request for oral argument by competing applicants KRIC (*Beaumont Enterprise* and *Journal*) and KTRM Beaumont followed. However, before the oral argument, KTRM withdrew. KFDM paid KTRM $55,000 as reimbursement for expenses. Agreement also provided that W. P. Hobby, president of KPRC-AM-TV Houston (*Houston Post*), would receive 32.5% interest in a new company to be formed to operate the ch. 6 station in Beaumont-Port Arthur. Mr. Hobby was a 10% stockholder in KTRM and held an option for another 25%.

Turn on the sales current, warm up those customers. WCUE blankets 12 northeastern Ohio counties. WCUE covers the bigger, busier commercial areas. No other station is more effective. Now you're getting warm . . . plug WCUE into the nation's 42nd market. Let the sales sizzle!

more MUSIC *more* NEWS *more* OFTEN

Wcue

Akron's only independent — we're home folks

TIM ELLIOT, *President*

John E. Pearson Co., National Representatives

gee, fellahs, thanks!*

for awarding an EMMY to LASSIE as the best children's Television Program in 1954.

Our thanks to Jan Clayton, George Cleveland, Tommy Rettig, and Lassie, of course, who have made the "Millers" very welcome guests in millions of homes every Sunday.

And a low bow to our producer, Robert Maxwell, and his co-producer, Dusty Bruce.

tpa — *Television Programs of America, Inc.*

* Academy of Television Arts and Sciences

Kefauver Has Second Bill Prohibiting Race Data Use

SEN. ESTES KEFAUVER (D-Tenn.) last week introduced a second bill prohibiting broadcasting and telecasting of gambling information. The first (S 1247) was introduced the week before and prohibits broadcasts or telecasts of gambling information obtained without permission of the person conducting the sporting event [B•T, March 7].

Last week's bill (S 1390) would prohibit broadcasting or telecasting of information on horse racing until an hour after the completion of any given race. Only "special event" races could be covered live.

Sen. Kefauver said his bill "does not prohibit the transmission of racing or sporting information in connection with legitimate news reporting." But it contains identical provisions which met strong opposition from broadcasters last year on grounds they discriminated against the electronic media.

NARTB and the FCC last year objected to a bill (S 3542) introduced by Sen. John W. Bricker (R-Ohio) which would have delayed broadcasts and telecasts of races for an hour after the event and would have limited the number of such transmissions.

The bill finally was rewritten to satisfy broadcasters, but died in the last session of the 83d Congress [B•T, Aug. 23, 16, 1954]. Versions of last year's amended bill have been submitted in the 84th Congress by Sen. Price Daniel (D-Tex.) [B•T, Jan. 31] and others.

Two Uhf's: WCNO-TV, KMIV (TV) Deleted

DELETION last week of ch. 32 WCNO-TV New Orleans and ch. 58 KMIV (TV) Miami, Okla., raises the total number of post-thaw tv stations to surrender their permits to 130. Of this, 104 were uhf and 26 vhf.

In a letter to the FCC, WCNO-TV said it decided to surrender its permit for the ch. 32 facility on the belief that a uhf station in New Orleans would be economically unsuccessful because the city will soon be a two-vhf station market with network affiliations, and the reluctance of national and local advertisers to buy uhf station advertising.

Ch. 58 KMIV was deleted by the FCC for lack of prosecution. KMIV was owned by George L. Coleman (75%), 30% owner of KMBY-TV Monterey, Calif., and Kenyon Brown (25%), one-third owner of KWFT-TV Wichita Falls, Tex.

Broadcast Bureau Reverses, Favors Des Moines Merger

PROPOSAL of competing applicants in the Des Moines ch. 8 tv case to merge would meet approval by the FCC Broadcast Bureau, it was indicated last week. The bureau recommended the surviving application of Cowles Broadcasting (KRNT) be granted, although it earlier had opposed this, favoring competitor Murphy Broadcasting (KSO). Murphy would obtain 40% of the tv merger, selling KSO [B•T, March 7].

One thousand requests in 180 minutes!

Saturday's TEENAGE JUKEBOX on WIOD now averages more than 1000 telephone requests in 180 minutes—9:00 A.M. to 12 noon.

Phone calls are received from as far away as Palm Beach (60 miles), and *regular* mail from Louisiana, Nassau, and Grand Cayman Islands, south of Cuba.

We've had to add a Broward County Teenage Jukebox Saturday afternoons (3:00 - 4:30 P.M.) to take care of the mail requests from Fort Lauderdale and Hollywood.

These JUKEBOX programs are a part of the daily schedule of NBC shows and solid local showmanship that produces RESULTS far beyond the promises of any program rating service. Ask your Hollingbery man for WIOD facts.

Established January 18, 1926
WIOD
MIAMI, FLORIDA

James M. LeGate, *General Manager*
5,000 WATTS • 610 KC • NBC AFFILIATE
National Rep., George P. Hollingbery Co.

NLRB Sets Precedent In 'Times'-WQAN Case

Station gross is below $200,000 minimum limit needed for government authority to step in. Labor board lumped paper and station grosses to get figure above minimum.

A NEW POLICY decision by the National Labor Relations Board, handed down in the NABET-*Scranton* (Pa.) *Times*-WQAN case, assumes jurisdiction despite the fact that the combined gross of WQAN and its affiliated WEJL (FM) was placed at $141,000 in 1954. This figure is below the $200,000 minimum set by NLRB.

"This is the first time the NLRB has applied its jurisdiction rule in the case of a station affiliated with a newspaper," according to Charles H. Tower, manager, NARTB employe-employer relations department. He added, "The board lumped the station and newspaper together, its interpretation being based on the degree of integration between the station and the other facility. This integration is the determining factor."

About four out of five radio stations were freed from NLRB authority last summer when the board set up its $200,000 minimum [B•T, Aug. 19, 1954]. Under the recent interpretation, it appeared that a radio station operating under a pronounced degree of separation from an affiliated or commonly-owned newspaper would not be lumped with the newspaper to establish such authority. The way was left open for broadcasters to de-integrate from newspapers and thus remove properties from NLRB say-so.

In the WQAN case the NLRB held it appropriate for a single bargaining unit to represent eight engineers and five announcers. The newspaper was found to have a gross of more than $1 million annually.

In another ruling covering combination announcers-technicians at KHQ-AM-TV Spokane, NLRB amended AFTRA's certificate at the stations, over an IBEW protest, to include combination men.

Writers Set Demands By '52 Wage Pact

DEMANDS on networks for writers working on live tv presentations, in negotiations with networks, agencies and live tv packagers to start this month in New York [B•T, March 7], will be based on the 1952 National Tv Committee contract "with considerable revisions."

Executives of Writers Guild of America West confirmed this in Hollywood last week and, while declining further details, did state that the 1952 minimum scales would have to be "entirely revised."

The contract, currently in effect with only "a few" New York advertising agencies, was being negotiated when the now-defunct Tv Writers of America won live tv jurisdiction in an NLRB election.

In another field, following theatrical film writer protest that they were not receiving proper screen adaptation or original story credit on NBC-TV *Lux Video Theatre*, WGAW spokesmen stated that this demand had been formulated several months ago, and that they expected no difficulty in securing producer

There's a BIG DIFFERENCE

between NEWSCASTING and NEWS COVERAGE

★

Represented
Nationally
by

**THE
HENRY I. CHRISTAL
COMPANY**

★

You can hear newscasts on any radio station. A newscast can be any announcer's voice reading the latest summary torn from a news machine.

It's news *coverage* which distinguishes a *superior* radio station from just another station!

At WSYR a staff of five *newsmen* produces a complete, distinctive news service. They gather and write the home town and area news. They edit the reports of the national news wires with an experienced eye for news that's important to the 1.5 million population of WSYR's service area. The result: *complete* news digests, reported ten times daily by *men who know news*.

Central New Yorkers have come to rely on WSYR for all the news, all the time. This kind of news coverage — like WSYR's distinctly superior geographical coverage — is one of the important reasons for WSYR's head-and-shoulders leadership in the $2 billion Central New York market.

NBC

WSYR

5 KW • SYRACUSE • 570 KC

agreement. The weekly *Lux Video Theatre* presents live tv dramatic versions of successful motion pictures.

Also last week, the Guild council postponed until its March 28 meeting any action on a proposed constitutional amendment which would bar communists and sympathizers from Writers Guild of America membership [B•T, Jan. 17]. Previously, the amendment failed to achieve the required two-thirds majority by three votes.

Among 1952 contract provisions were:

Minimum Scales

Program length	Originals Commercial	Originals Sustaining
5 min. or less	$110	$80
10 min. or less	200	145
15 min. or less	300	215
30 min. or less	525	375
45 min. or less	650	450
60 min. or less	800	600
75 min. or less	950	700

Program length	Adaptations Commercial	Adaptations Sustaining
5 min. or less	$90	$65
10 min. or less	160	115
15 min. or less	250	175
30 min. or less	400	300
45 min. or less	500	350
60 min. or less	600	425
75 min. or less	700	500

Over 75 minutes—applicable one-hour rate, plus, for each half-hour or fraction thereof over one hour, difference between applicable half-hour and one-hour rate.

Applicable rate for five 15-minute programs a week for a serial: Commercial, $600; Sustaining, $425.

	Commercial	Sustaining
Self-contained portions of programs Sketch	$250	$175
Lyrics unaccompanied by music	200	150

Thirteen week guarantee: Where a writer is engaged under a 13-week non-cancellable contract, the applicable minimum basic compensation shall be subject to a 10% discount.

'BAIT-SWITCH' CODE ADOPTED IN N. Y.

Twenty-four radio-tv stations in area subscribe to seven point agreement which seeks to put a stop to some of the advertising which has drawn severe criticism in recent years.

IN A MOVE to curb "bait-and-switch" advertising that has come under fire in recent years, 24 radio and tv stations in the New York area last week adopted a set of standards governing the acceptance of advertising from companies which sell "leads" for home demonstration and home selling.

Announcement of this action was made at a news conference last week by Hugh R. Jackson, president of the Better Business Bureau of New York City, which has served as a focal point for meetings among broadcasters over the past several months. Mr. Jackson noted that the code was promulgated by the broadcasters themselves with the BBB providing "leadership" and counsel.

The move by the New York area broadcasters came as the Kings County (Brooklyn) grand jury was in the midst of assembling evidence of alleged "bait-and-switch" advertising on radio and tv by certain advertisers in the New York area [B•T, Jan. 31].

The standards established by the stations provide for the following:

(1) Advertising shall not create a misleading impression even though any or all statements or pictures therein, separately considered, are literally truthful.

(2) All advertising statements shall clearly disclose the corporation or registered trademark of the company which is actually offering to demonstrate or sell the advertised product or service.

(3) All advertisers or prospective advertisers shall, upon request, provide data concerning the background of the company and its principals, and proof as to its ability to sell and deliver any advertised item and to satisfactorily fulfill all advertising claims.

(4) When a price is mentioned in an advertised offering to demonstrate and/or sell any product or service in the home and the advertiser's policy is to offer or demonstrate additional models or types of the same product or service, this fact shall be clearly and prominently set forth in the advertisement. Such disclosure may either be made by (a) stating conspicuously that higher priced grades of the product also will be demonstrated or offered or (b) by quoting the higher price or prices at which other merchandise is being offered. The use of such phrases "as low as $ . . ." or "$ . . . and up," when used without further amplification, shall not be deemed sufficient explanation to the public of the offering of higher priced merchandise than that which is featured.

(5) If a guarantee or a free home trial is described or offered for products or services advertised at a minimum price, no lesser guarantee or home trial shall be offered in connection with higher priced products or services of the same type which the advertiser is offering.

(6) Evidence indicating that a specific advertising offer is not *bona fide* and does not represent a sincere willingness and intent on the part of the advertiser to sell a minimum priced article or service as advertised, shall render the advertising unacceptable. Indications of a pattern on the part of salesmen for such advertisers to discourage the sale of minimum priced merchandise or services through various devices shall constitute a basis for the conclusion that the advertised offer is not *bona fide*.

(7) Evidence indicating a pattern by the advertiser or his salesman of engaging in misrepresentation as to the quality, value, credit terms, guarantees, basis for cancellation of orders, etc., relating to advertised products or services, shall render the advertising unacceptable.

The standards were adopted by all New York area stations except CBS' WCBS-AM-TV New York. A CBS spokesman, Mr. Jackson said, notified BBB that the stations did not accept misleading advertising and consequently they could take no formal action.

Stations subscribing to the code are WABC-AM-TV, WOR-AM-TV, WRCA-AM-TV, WPIX (TV), WABD (TV), WEVD, WHOM, WINS, WLIB, WMCA, WMGM, WNEW, WOV, WQXR, all New York. WAAT-WATV (TV), WNJR and WVNJ, all Newark, N. J., and WPAT Paterson, N. J., WHLI Hempstead, L. I., and WWRL Woodside, L. I.

WLEX-TV, KLOR (TV) Schedule Tuesday Starts

TWO tv stations, one a uhf, are scheduled to make their commercial debut tomorrow (Tuesday).

WLEX-TV Lexington, Ky., the first tv station there, will be affiliated with NBC (basic), ABC and DuMont and represented by Forjoe Tv Inc. The station, on uhf ch. 18, has been

on deck, WTCN hits 2nd!

In two years WTCN Radio's Pulse ratings have moved into the second slot in the Upper Midwest's largest and most important market! From 4th place in 1952 to 2nd place in 1954! Keep your advertising eye on "the personality impact" of the stars on "the Station of the Stars" as they make ratings climb even higher!

WTCN radio "the station of the stars"

Minneapolis • St. Paul
1280 kilocycles • 5000 watts • ABC
Represented by John Blair & Co.

New daylight DC·7 service between WASHINGTON and SAN FRANCISCO

You won't find faster or finer thru service between the nation's capital and San Francisco. It's by DC-7 — America's fastest passenger plane. Enjoy first class service at regular fare.

LV. WASHINGTON (EST) 12:50 PM
AR. SAN FRANCISCO (PST) 7:35 PM

LV. SAN FRANCISCO (PST) 8:30 AM
AR. WASHINGTON (EST) 7:40 PM

AMERICAN AIRLINES INC.

America's Leading Airline

"Great is TRUTH. Fire cannot burn, nor water drown it" . . . . . DUMAS

The Truth About Chiropractic

A Message to the Radio-TV Executives of America

A Report on How Chiropractic, the Second Largest Healing Profession, Serves 32,000,000 Americans—Guards the Health of Top Movie Stars, Athletes, Executives—Achieves Unusual Success in Polio, Arthritis, Mental Illness and Other Afflictions.

Sometimes those who are part of a Great Principle are so pre-occupied with it they fail to pass on the story of its accomplishments.

To a degree, that has been true of chiropractic. Now, we, who serve in this second largest healing profession, intend to bring the message of chiropractic to the leaders of communication . . . you, the Radio-TV executives of America. This is the first of a series of reports. We are going to show how a huge slice of your actual audience depends on chiropractic. Through national surveys, documented statistics, through fact and figures we'll prove successful results in treating diseases which threaten the national health. We will show big industry's belief in chiropractic. We'll present evidence that 550 insurance companies, including major organizations, recognize and utilize this healing method.

Those are some of the things we will present. We will bring you the TRUTH about chiropractic so that you may know how it works to improve the health of America. We believe you will want the facts because your stations perform their service in reporting facts and truth.

If there is **particular** information you want, write us or send for the book, "The Truth About Chiropractic." NATIONAL CHIROPRACTIC ASSOCIATION, Inc., NATIONAL BUILDING, WEBSTER CITY, IOWA.

3 TRUTHS YOU SHOULD KNOW

550 Insurance Companies Recognize Chiropractic.

1 out of EVERY 5 Americans Avail Themselves of Chiropractic Health Services.

4 Years of Chiropractic College is the Minimum Requirement for Doctors of Chiropractic.

The Truth About Chiropractic

**One of a Series of Reports*

WTVW (TV) Milwaukee became the property of Hearst Corp. when transfer papers were signed last Tuesday, following FCC approval of $2 million purchase of ch. 12 ABC affiliate [B•T, March 7]. At signing are: Seated (l to r), T. H. Spence, Milwaukee, Hearst attorney; D. L. Provost, Hearst radio-tv vice president-general manager; Thomas E. Allen, former WTVW executive vice president. Standing (l to r), I. E. Showerman, now manager of Hearst-owned WISN Milwaukee and of WTVW; William C. Koplovitz, Washington, Hearst attorney; Maxwell H. Herriott, Milwaukee, attorney for former WTVW owners. Named assistant manager of WTVW was John J. McPartlin, formerly sales manager of NBC-owned WNBQ (TV) Chicago which was managed by Mr. Showerman.

testing since Jan. 20. J. D. Gay Jr. is president; H. Guthrie Bell, secretary-treasurer, and William B. Gess, vice president. Messrs. Gay and Bell control Central Kentucky Broadcasting Co., licensee of WLEX-AM. E. L. Boyles is WLEX-AM-TV vice president and general manager.

KLOR (TV) Portland, Ore., on ch. 12, will be the third video outlet and second vhf there. It will be a primary ABC affiliate. George P. Hollingbery Co. is national representative. KLOR is owned by Oregon Television Inc., with Henry A. White, president, and S. John Schile, general manager. Transmitter and tower equipment is RCA and studio equipment DuMont.

KVOA-AM-TV Sold To Maizlish, Others

SALE of KVOA-AM-TV Tucson, Ariz., by John J. Louis to KFWB Hollywood owner Harry Maizlish, and Morton Sidley and Frank Oxarart, general manager and commercial manager of KFWB, respectively, for $500,000, was announced last week.

Agreement calls for down payment of $100,000, with remainder paid off over a period of years.

KVOA, established in 1929, operates on 1290 kc with 1 kw fulltime. It is affiliated with NBC and represented by the Paul H. Raymer Co. KVOA-TV, ch. 4, which began operating September 1953, is affiliated with NBC and ABC and also is represented by the Raymer firm. Mr. Louis, who is the controlling stockholder of KVOA, also controls KVAR (TV) Mesa, KTAR Phoenix, KYUM Yuma, and KYCA Prescott, all in Arizona. Mr. Louis is president of Needham, Louis & Brorby Inc., Chicago advertising agency, and is a principal stockholder of S. C. Johnson & Son Inc. (wax and polishes).

No change in KVOA personnel is contemplated, R. B. Williams, president and general manager of the KVOA stations, said last week.

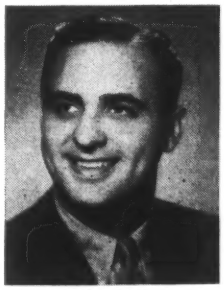
WXIX (TV) Ups Power From New Antenna Rig

WXIX (TV) Milwaukee has installed its new antenna, the top of which is 561 feet above the street level, and was scheduled to begin operating with 263 kw yesterday (Sunday), the station announced.

The ch. 19 station, on the air since Feb. 27, has been telecasting with 50 kw. Most of the new transmitter equipment is GE.

KFMB-TV San Diego Names Fox General Sales Manager

NAMING of William Fox as general sales manager of KFMB-TV San Diego., Calif., was announced last week by George Whitney, general manager of Wrather-Alvarez Broadcasting Inc. Mr. Fox moves up to the position after having served four years as program director. He started with the west coast television operation as director-cameraman when it went on the air in May 1949 and has worked in nearly every department since.



MR. FOX

WNEW NOW 50 KW ON 24-HOUR BASIS

WNEW New York last week began broadcasting with a power of 50 kw on a 24-hour-a-day basis. Previously the station had broadcast with 50 kw during the daytime hours and 10 kw at night.

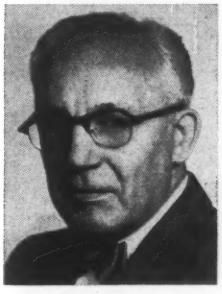
Richard D. Buckley, WNEW station manager, hailed the power increase as "another milestone in the history of New York's leading independent station." He claimed that many advantages would accrue to the station because of the power increase, designed to improve reception of nighttime broadcasts in many fringe areas.

WNEW, according to Mr. Buckley, always has been "very strong" during the daytime, appealing to a predominantly female audience. The boost, he said, should have the effect of increasing nighttime audiences, reaching areas where the station's signal had not penetrated or had been weak. He noted that the February Pulse showed that in the 6 p.m.-midnight period, a 29% increase in share of audience had been attained by WNEW over February 1954 and said the power boost should strengthen the station's position even more substantially.

The station's recent policy of placing top personalities, such as Art Ford, Jerry Marshall, Lonny Starr, Bill Williams and Ed Locke, in evening and post-midnight segments should build a stronger evening audience for WNEW, according to Mr. Buckley. He expressed hope that the power boost and the strengthened evening program line-up will have the effect of keeping listeners tuned to WNEW for daytime shows.

George Podeyn, Pioneer Broadcaster, Dies at 64

GEORGE J. PODEYN, charter member of Radio Pioneers and general manager of WHJB Greensburg, Pa., died last Tuesday. He would have been 65 last Saturday.



MR. PODEYN

Mr. Podeyn, a native of New York, is credited with being the first man hired to sell radio time. He joined the staff of WEAF (now WRCA) New York in 1923 when it was owned by AT&T and had been in broadcasting since.

Mr. Podeyn became manager of WHJB in 1940.

Surviving are his wife, Fanny Hogan Podeyn, and two sons, George Jr. and Herbert.

Lee, Tait Elected To Fetzer Bcstg. Posts

FETZER Broadcasting Co. announced last week that Carl E. Lee has been elected vice president and managing director and that Ellsworth Tait was named secretary. Rhea Y. Fetzer was re-elected vice president and public affairs representative.

Fetzer Broadcasting owns WKZO-AM-TV Kalamazoo, Mich.; KOLN-AM-TV Lincoln, Neb.; WJEF-AM-FM Grand Rapids, Mich., and one-third interest in WMBD-AM-FM Peoria, Ill.

Crosley Names Burgess To National Sales Job

JAMES H. BURGESS, director of sales for WLWC (TV) Columbus, Ohio, has been named a national sales representative effective tomorrow (Tuesday) for all the Crosley Broadcasting Co. properties, CBC has announced. Mr. Burgess, with WLWC since 1952, will make his headquarters in Cincinnati.

MR. BURGESS

Charles R. Dodsworth, director of sales at WLWD (TV) Dayton, Ohio, succeeds Mr. Burgess at Columbus tomorrow.

George Gray, a Crosley national sales representative in Dayton, will replace Mr. Dodsworth at the helm of WLWD's sales force.

Hoag-Blair Co. to Restrict Self to 'Middle Size' Cities

NEW sales policy for the Hoag-Blair Co. was announced last week by Robert Hoag, president, under which future solicitations by the company will be directed to stations in cities ranked from 25th to 100th in market size and having approximately 100,000 to 350,000 tv homes.

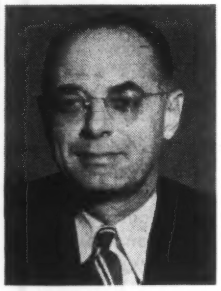
Mr. Hoag said the company will continue to represent tv stations on its present list, but that the new policy on future solicitations was adopted in order to meet "the increased need for concentration and specialization of effort within the prescribed area of 'middle size' cities."

The first tv station added by Hoag-Blair under its new specialization plan, Mr. Hoag said, is KFEL-TV Denver (ch. 2).

As part of its new concept of operations, Mr. Hoag announced an expansion of Hoag-Blair facilities and personnel. Cal Cass, previously with Adam J. Young and the WINS New York sales staff, has become an account executive in the Hoag-Blair New York office.

Sowell, General Manager, Elected WLAC Vice President

F. C. SOWELL, general manager of WLAC Nashville, Tenn., has been elected vice president of WLAC Inc., it was announced last week by Paul M. Mountcastle, chairman of the board. Mr. Sowell currently is celebrating 25 years in the radio industry. Other officials of the corporation are Guilford Dueley Jr., president, and Truman Ward, director.



MR. SOWELL

Dodson Named to New Post In WKY-AM-TV Reassignment

EUGENE B. DODSON, director of radio operations at WKY Oklahoma City, has been appointed assistant stations' manager of WKY-AM-TV, P. A. Sugg, manager of the stations, announced a fortnight ago in a series of reassignments at the stations. The appointments, which were made possible by the transfer of personnel to WKY Radiophone Co.'s newly-acquired WSFA-AM-TV Montgomery, Ala., are as follows: Robert Olson, operations director of WKY-TV; Paul O. Brawner, operations director of WKY; John Haberlan, national sales manager of WKY-TV; John Moler, commercial manager of WKY; Carter Hardwick, local sales manager of WKY; Joe Jerkins, production supervisor of WKY-TV; Don Cusenberry, continuity supervisor of WKY-TV; Leland Batten, stage manager of WKY-TV, and Maxine Merris, radio traffic supervisor.

MR. DODSON

James to Petry Tv Sales

M. B. (MIKE) JAMES, television and radio timebuying executive of Ted Bates & Co., New York, today (Monday) joins the New York sales staff of the television department of Edward Petry & Co., station representatives.

MR. JAMES

Mr. James has been with Bates since December 1953. Among accounts he handled were Brown & Williamson Tobacco Co., one of the largest users of spot tv. During 1952 he was timebuyer at Ruthrauff & Ryan, handling buying for all accounts and with Dodge and American Airlines his special assignments.

Donegan to WSMB Sales Post

DENNIS V. DONEGAN, former banking executive and most recently radio station account executive, has been appointed local sales manager of WSMB New Orleans, ABC affiliate there, John R. O'Meallie, vice president and general manager, announced last week. Mr. Donegan, a New Orleans native, was at one time secretary and advertising manager of the then New Orleans Brewing Co. For eight years he was manager of the Banco Atlantida, San Pedro, Honduras, and was an active member of the New Orleans Board of Trade while engaged in banking activities.

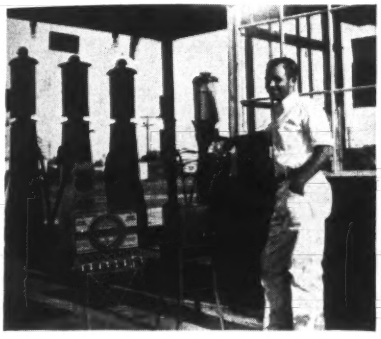
MR. DONEGAN

Henry McNeil

OR HOW TO BE INDEPENDENT AT 46 ON A $350 INVESTMENT

"WHENEVER I hear anyone claiming that big business is bad for small business, I think of my own case.

"Back in 1932 I leased this Union Oil service station in Venice, California, with $350 my wife and I had saved



the hard way. Now at 46 I'm financially independent. But I'd never have made it so soon without the Union Oil Company.

"They taught me how to buy. How to sell. How to service. Even how to hire and train help, and keep my books.

"They'd spend thousands of dollars perfecting new service ideas, then pass 'em on to me for nothing.

"Best of all, people practically took Union's gasoline and motor oil away from me. They were always the finest in the West.

"Well, business was so good I had the station paid for by 1939. Then I

started buying real estate around it. Today my net worth's in the six figures. The children are through college and

on their own. Marjorie and I are going to travel while we're still young enough to enjoy it. But believe me—*I'd never have done half so well if I hadn't been in business with big business!*"

Henry McNeil, it seems to us, is the kind of man who would have succeeded with or without our help. But his point is well taken. Big business *does* help small business.

YOU ALWAYS GET THE FRIENDLY SMILE AND FAMOUS SERVICE AT McNEIL'S

Union Oil is a typical example. We're the 45th largest manufacturing company in the country, with over $350,000,000 volume in 1954.

But of this $350,000,000, the lion's share—or 75%—is spent with the more

than 15,000 small businesses and individuals like Henry McNeil with whom we do business.

YOUR COMMENTS ARE INVITED. *Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.*

Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL

STATION PEOPLE

Joe Morris, formerly assistant manager, WOIC Columbia, S. C., to WAGS Bishopville, S. C., as managing director.

J. Grant Sandison appointed sales manager, WISN Milwaukee.

MR. SANDISON

Bill Carlier, formerly manager, WRBC Jackson, Miss., appointed sales manager, WSLI-TV there.

Stanley H. Chambers, assistant sales manager, KTLA (TV) Los Angeles, appointed national sales manager.

Ted Nelson, promotion manager, KIMN Denver, named to head program production and promotion depts., succeeding **Ronald J. McCoy,** program director, who moves to Intermountain Network, Salt Lake City (see story, page 103).

Curt Hoffman, formerly senior producer, KLZ-TV Denver, appointed program director, KFBB-TV Great Falls, Mont.; **Paul Rahders,** KFBB announcing staff, appointed KFBB program director.

Don St. Thomas, announcer, KTNT Tacoma, Wash., appointed program director.

Martin Bouhan, program director, WOPA Oak Park, Ill., resigns with plans unannounced.

William T. Romaine, public service director, WSAZ Inc. (WSAZ-AM-TV Huntington, W.

MR. ROMAINE

MR. SHIMP

Va.), placed in charge of sales research, tv sales dept.; **Bert C. Shimp** named WSAZ Inc. director of education, public service and public affairs.

'PETER PAN' DRAWS NATION'S APPLAUSE

The NBC-TV two-hour color spectacular was viewed by an estimated 65 million persons, an audience it was estimated it would take 65 years to reach on Broadway. Newspapers heap acclaim on the show. Repeat may be due around Christmas time.

NBC-TV officials were highly enthusiastic last week as a result of Monday's color spectacular—a two-hour telecast of "Peter Pan." The network had only to record the wide wave of acclaim which followed the next day from radio-tv and theatre critics the nation over, a thought which the network quickly put into action, releasing on Wednesday quotes from nearly two-dozen newspaper critics.

The *New York Herald Tribune* Wednesday morning editorially commented that "having put on 'Peter Pan' so brilliantly, the television industry is entitled to take its own bows. But it should remember that shows of this type set a high standard for the future and serve to whet a few million appetites for more of the same."

The *Herald Tribune* called the telecast a "television milestone" and, taking note of the estimated $450,000 budget (including time, talent and production), said, "but oddly enough, it was the show's imaginativeness and ingenuity, rather than its lavishness, that accounted for its triumph." The newspaper, noting the musical was fantasy "not an extravaganza," said the show's success "indicates that television audiences are capable of as intelligent a response as theatre audiences, provided they are treated with the same respect."

NBC-TV estimated that 65 million persons —"the greatest audience ever assembled to watch any event on a single network," viewed the 7:30-9:30 p.m. EST telecast, live on 95 stations (including six in Canada) and via kinescope available to some 105 others. NBC-TV said 51 stations telecast the show in color. The network predicted "final surveys" will show at least 20 million homes were tuned to the program.

Dealers of the Ford Motor Co. and RCA, co-sponsors of the program, and various NBC o&o's and affiliates arranged for groups to see the program in color. Spectator groups in schools, hospitals and various public places saw the special telecast in color and there was at least one report (in Boston) of teachers assigning the program as the only homework for the day. NBC said its switchboard was jammed with congratulatory phone calls, while deliveries of telegrams and flowers swamped the network.

The tv "Peter Pan," the first fresh-off-Broadway production to be seen intact on the nation's home screens, may appear again about Christmas time, it was reported. The reported desire for a repeat was stimulated by the general ovation which greeted the show, it was said.

NBC-TV spokesmen admitted a repeat of the show at the end of the year was possible because the network has an option on Mary Martin's reappearance in the leading role "if she's willing and available," and has stored the settings, including the complicated aerial equipment necessary, which can be used again.

About $150,000 of the show's cost was for time. The "Peter Pan" company received $225,000 for the performance which originated from NBC-TV's vast Brooklyn color studio. It was reported Miss Martin may have received as much as $50,000 for the two-hour show, and in any event she was said to have received the largest sum ever paid an actor for a comparable live tv performance.

The play also was one of the most expensive products in the legitimate theatre. The company originally played four weeks in San Francisco, eight in Los Angeles and was on Broadway from Oct. 20, 1954, to last Feb. 26. Because of the show's high cost, plus the complicated staging, a road run was deemed impractical to the play producers. The problem of financing and audience coverage was solved by tv. It was noted the cost factor did not permit the play to break even on its Broadway run. NBC-TV estimated Miss Martin would have had to play for 65 years on Broadway to reach the Monday night audience.

WINCHELL AND ABC TO END CONTRACT

Commentator says action stemmed from disagreement over finances and loophole in his libel protection insurance.

WALTER WINCHELL, news commentator and broadway columnist, will leave ABC no later than next Dec. 25, and perhaps much sooner.

Mr. Winchell said Thursday he had requested and had received from ABC a release from a contract reportedly paying him annually an amount in the six figures for his weekly simulcast (Sunday, 9-9:15 p.m. EST).

Although Mr. Winchell stipulated the contract would be terminated Dec. 25, he also noted that he will attempt to gain agreement from his two sponsors, American Safety Razor Co. and Bayuk Cigars Inc. (alternate week sponsorship), to have the contract canceled in June, when it is up for renewal or option, or if possible even sooner.

The New York Daily Mirror, which publishes Mr. Winchell's syndicated column, quoted him as saying he had received an offer from NBC-TV to produce television shows. The paper reported him as saying he had organized Broadway Stars Inc. some time ago with the idea of producing live and filmed broadway shows on a program of his own and that he had now put the plan into effect. NBC, he was quoted, was

EXCLUSIVE . . . Cinn. Reds Baseball for 720,700 People

WONE

RONALD B. WOODYARD, PRESIDENT AND GENERAL MANAGER

One of the Nation's Great Independent Stations

980 KC • 5,000 WATTS

PHONE HEADLEY REED CO.

DAYTON, O.

"THE CITY BEAUTIFUL"

NOTE: While we welcome the mention of our product on your programs, we ask that you respect our registered trademark. If it is impossible for you to use the full name correctly: "Scotch" Brand Cellophane Tape, or "Scotch" Brand Magnetic Tape, etc., please just say cellophane tape or magnetic tape. Thank you for your cooperation.

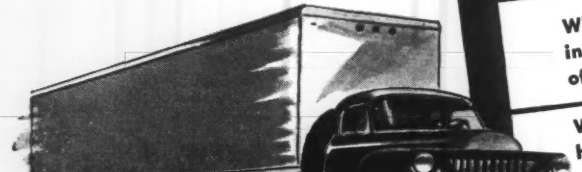
MINNESOTA MINING AND MANUFACTURING COMPANY

St. Paul 3M COMPANY Minnesota

ALL RIGHT — —

Let's Talk About Scorecards!

Perhaps you have seen, recently, railroad advertising featuring a transportation scorecard. You might like now to see another transportation scorecard, filling in some noticeable gaps in the railroad chart.



TRANSPORTATION SCORECARD	RAILROADS	TRUCKS
Which form of transportation serves every community in America?	NO	YES
Which has received enormous land grants (Equal in area to the 13 Original Colonies)?	YES	NO
Which has huge capital assets yielding large current income as a result of outright public gifts and grants?	YES	NO
Which form of transportation pays hundreds of millions of dollars annually in special federal taxes on equipment, parts and fuel purchased?	NO	YES
Which common carrier, rail or truck, is more comprehensively regulated by the Interstate Commerce Commission?*	NO	YES
Which form of transportation, rail or truck, is subsidized — based on the only definitive public study** ever made?	YES	NO
Which form of transportation is vital to our economy?	YES	YES

* 52nd annual report, Interstate Commerce Commission

** "Public Aids to Transportation." Report of U. S. Federal Co-ordinator of Transportation.

An extensive and expensive railroad propaganda campaign has led people to believe that federal regulation of railroads was initiated solely because they were a monopoly. Monopolies *can* act against the public interest and must be controlled. But the record also shows that railroad competitive practices made regulation *imperative* —not only in the interest of the shipper and consumer but to protect the railroads against themselves.

AMERICAN TRUCKING ASSNS. INC. ATA

American Trucking Industry

American Trucking Associations • Washington 6, D.C.

IF YOU'VE GOT IT, A TRUCK BROUGHT IT!

'Peter Pan' Rates 48

TRENDEX, reporting on 15 major cities, said last week NBC-TV's 7:30-9:30 p.m. EST "Peter Pan" telecast Monday had a rating of 48, which it said was larger than the highest Trendex rating in February. Trendex also noted that two of CBS-TV's programs competing against the spectacular during that hour—*I Love Lucy* (9-9:30 p.m. EST) and *Talent Scouts* (8:30-9 p.m. EST)—pulled 26.1 and 22.1, respectively.

the first to offer him a contract Thursday night.

The report was not immediately confirmed by NBC, which had no comment Friday morning.

Mr. Winchell's column in the Friday *Mirror*, in the form of a letter to him from his girl Friday, referred to the split with ABC thus: "Happy news: your request to be released from all contracts with the ABC network has been 'regretfully accepted,' effective not later than Dec. 25th."

Mr. Winchell explained that the association with ABC was being ended because of disagreement over finances and what he considered to be loopholes in a $1 million insurance policy which was supposed to protect him against libel actions.

After Mr. Winchell's announcement Thursday night, Robert E. Kintner, ABC president, said the network regretted the termination.

He said: "An honest disagreement in our relations could not be resolved and ABC felt its long and mutually beneficial association with Mr. Winchell required consent to his request for a release from his ABC contract effective Dec. 25, 1955, or sooner if contractual details will permit."

Mr. Winchell, who last December started his 23d year with ABC Radio (he began on ABC-TV in October 1952), said he had been notified that the network's board of directors had agreed Wednesday to release him from his lifetime contract.

Mr. Winchell said that while he had not yet made his plans, he expected to stay on the air, either independently or with some other network.

Had Asked Contract Revisions

According to the commentator, he had asked Mr. Kintner last month to revise his contract so as to improve his earnings and to provide him with a foolproof insurance policy against libel actions. On Tuesday, Mr. Winchell reportedly appealed for his release directly to Leonard Goldenson, president of American Broadcasting-United Paramount Theatres Inc., ABC parent company.

Mr. Winchell, in alluding to NBC's "offer," indicated he might seek to take his current sponsors with him.

Reportedly, Mr. Winchell currently receives $520,000 annually for his program. The columnist charged that an official had refused him 10,000 shares of ABC stock in exchange for a cut in salary after allegedly having promised to do so. Mr. Winchell said he was "unhappy" over the end of his ABC relationship.

Mr. Winchell said that he discovered only recently—after an $800,000 action brought against him by two men to whom he had referred as "cancer racketeers" was thrown out of court in New York [AT DEADLINE, Feb. 14]—that ABC regarded the coverage in his insurance contract against libel as the insurance company's obligation rather than that of the network. He said he had asked ABC for a contract to give him network protection or release him.

No reference was made in either Mr. Winchell's statements nor in ABC's comment to the commentator's figuring in a Senate Banking Committee inquiry of the stock market during which it was said that Mr. Winchell broadcast a stock market tip on Jan. 9 which produced the greatest deluge of orders in stock exchange history [AT DEADLINE, March 7].

MORE COLOR SHOWS EXPECTED IN FALL

Increased color sponsorship, snowballing color set sales also foreseen in near future, Eiges says in Columbus.

NBC-TV hopes to increase its color schedule in the fall season, Sydney H. Eiges, NBC vice president in charge of press, said last week.

Mr. Eiges discussed color tv after a special viewing of NBC-TV's colorcast of *Peter Pan* Monday for the Columbus, Ohio, Chamber of Commerce's Advertising Club, one of many such viewing parties held in various parts of the country.

Mr. Eiges predicted among other things:

- Color tv "will experience an even faster snowballing expansion than black-and-white television, which now boasts a circulation of almost 33 million receivers."
- Color tv will become the "major broadcast medium of the future, eventually supplanting black-and-white television as the basic television service."
- NBC will encourage more advertisers to come into color, thus permitting further expansion of color schedules.
- By the end of 1960, 10 million color sets will have been installed in U. S. homes.
- Advertisers will enter color tv, realizing that it is the tool with which they can "accentuate their leadership, enhance their prestige, revitalize their merchandising and create dealer and distributor excitement."

Mr. Eiges also discussed the brand identification factor in color tv, noting that frequently it is color (in package design) alone which motivates a housewife to reach for one brand in preference to another. Home and fashion products will be affected greatly by color tv, and it "may yet establish great nationally known brand names in clothing, something not yet common," Mr. Eiges said.

He said NBC now has facilities capable of originating 60 hours of color programming per month, a volume that will be increased on March 27 when NBC's new $3.5 million color studio is opened in Burbank, Calif.

More than 150 stations coast-to-coast (includes NBC and CBS) are transmitting network programs locally in color, he said, estimating that more than 90% of all American tv homes are now within range of color service. Although there now are only about 15,000 color sets in existence, he said, circulation at this stage of development "just does not tell the story of its [color's] impact upon the audience and its benefits for pioneer users."

Former CBS Executive Dies

EDD JOHNSON, 48, former CBS news editor, was reported killed in a plane crash in Mexico last Tuesday. In the early part of World War II, Mr. Johnson was in charge of CBS Radio's shortwave listening post where newsmen picked up broadcasts from countries throughout the world. When he left CBS, Mr. Johnson joined the Office of War Information, a wartime government agency. At the time of his death, he was on vacation from his post at the *San Francisco* (Calif.) *Chronicle*.

HOW TO TURN A "HOT" PROPERTY INTO COLD CASH:

BUY CESAR ROMERO...
always a big name—now even bigger! (Current top-budget motion pictures, plus high-rated tv appearances prove it)

IN PASSPORT TO DANGER...
a high-tension series of world-wide adventure...

TO SELL YOUR PRODUCT
to his vast ready-made audience! Other top advertisers are selling their products with this show. Why don't you?

CESAR ROMERO, starring in...

PASSPORT TO DANGER

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

NBC RADIO NEW BUSINESS UP 165%

Gross business in new billings jumped to $16 million from $6 million, Robert Sarnoff, executive vice president, reports.

AS EVIDENCE of the "revitalization of national radio" at NBC [B•T, March 7], Robert W. Sarnoff, the network's executive vice president, last week announced that gross billings for all new business signed by NBC Radio during 1954 represented a 165% increase over new business for 1953.

Pointing out that gross billings of new business had risen from $6,165,000 in 1953 to $16,116,000 in 1954, Mr. Sarnoff declared:

"This 165% upswing in new radio business not only bolsters our belief that more and more advertisers can be brought into the medium, but it also indicates a vote of confidence by advertisers in the work that has been done in the past year to adapt our network radio service to the requirements of the television age.

"We have consistently believed that huge blocks of audiences are continuing to use radio. And this substantial increase in new business indicates that more and more advertisers share our belief and intend to capitalize on radio's values."

Advertisers who purchased new time on NBC Radio during 1954 were:

Dodge Div., Chrysler Corp.; Pharmaco Inc.; d-Con Co., Sona Div.; Oldsmobile Div., General Motors Corp.; Lever Bros.; Mytinger & Casselberry Inc.; Toni Co.; Mars Inc.; W. P. Fuller Co.; General Foods Corp.; Merit Plan Insurance Co.; National Life & Accident Insurance Co.; Quaker Oats Co.; Texas Co.; Buick Motor Div., General Motors Corp.

Travelers Insurance Co.; Gillette Safety Razor Co.; Nash-Kelvinator; Carter Products Inc.; Lewis-Howe Co.; Liggett & Myers Tobacco Co.; Plymouth Motor Corp.; Kiplinger; Prudential Insurance Co.; Radio Corp. of America; Hudnut Sales Co.; American Dairy Assoc.; White King Soap; Miles Laboratories; Murine Coast Fisheries; Reson Sales.

Armour & Co.; Crosley Div., Avco Corp.; Rexall Drugs; Curtis Publishing Co.; Brown & Williamson Tobacco Co.; Rhodes Pharmacal; General Motors Corp.; Q-Tips; Allis-Chalmers Manufacturing Co.; Allstate Insurance Co.; American Motors Co.; Webster Products; Doeskin Products Co.; Vitamin Corp.; Calgon Inc.; Frawley Manufacturing Co.; Crowell-Collier Publishing Co.; Harian Publication Co.

CBS-TV Adds Five Stations To Extended Market Plan

CBS-TV has added five more stations to its Extended Market Plan which is designed to extend network tv to small-market stations, Herbert V. Akerberg, the network's vice president in charge of station relations, said last week.

With the addition of these stations to the plan, the EMP station list now totals 20, Mr. Akerberg said. All except one station are vhf's.

Stations and effective dates of their EMP affiliation are KLFY-TV Lafayette, La. (ch. 10), July 1; WFLB-TV Fayetteville, N. C. (ch. 18), Aug. 1; KTVO-TV Ottumwa, Iowa (ch. 3), Aug. 1; KOTA-TV Rapid City, S. D. (ch. 3), June 1, and WJDM-TV Panama City, Fla. (ch. 7), immediately.

KLFY-TV is owned by Camellia Broadcasting Co. and William Patton is general manager. L. W. Allex is executive vice president of WFLB-TV, which is owned by Fayetteville Broadcasting Inc. James Conroy is president of KBIZ Inc., operator of KTVO-TV. Black Hills Broadcasting Co. is licensee of KOTA-TV and Mrs. Helen Duhamel is president. J. D. Manly is president of WJDM-TV.

ABC NAMES FRANCIS TO TV SALES POST

PROMOTION of Vincent A. Francis, general sales manager, KGO-AM-TV San Francisco, to the newly-created position of sales manager for the ABC Television Network's Western Div., was announced last week by Slocum Chapin, vice president in charge of sales for ABC-TV. KGO-AM-TV are ABC owned and operated stations.

MR. FRANCIS

Mr. Francis, whose new assignment becomes effective tomorrow (Tuesday), joined ABC in 1947 as local sales representative for KGO and subsequently was promoted to ABC network sales representative and then sales manager of KGO. In May 1949, when KGO-TV began operation, he was appointed sales manager of the tv outlet, a post he filled until August 1954, when he became sales manager for both stations.

200 Use Co-op Advertising On Seven NBC Radio Shows

COOPERATIVE sponsorship by 200 advertisers for seven programs on 112 stations affiliated with NBC Radio was announced last week by Lud Simmel, manager of cooperative program sales at NBC.

The programs which are available for sponsorship on a local basis in each market are: *World News Roundup, Pauline Frederick Reporting, Alex Dreier—Man on the Go,* the second edition of *Morgan Beatty—News of the World* (11 p.m. EST in eastern and central states only), *H. V. Kaltenborn, Grand Ole Opry* and *Three-Star Extra.*

Mr. Simmel reported that banks are the leading users of cooperative shows with 39 financial institutions sponsoring NBC co-op news shows in their own localities. Automobile dealers constitute another large group, Mr. Simmel said, with 32 of them using NBC cooperative programs.

The advertisers include, among others, 17 appliance dealers, 17 food processors and dealers, 16 building supply and hardware dealers, 15 fuel dealers and 13 real estate and insurance companies.

AB-PT Sets Dividends

BOARD OF DIRECTORS of American Broadcasting-Paramount Theatres Inc. has declared quarterly dividends of 25 cents per share on outstanding preferred and 25 cents per share on outstanding common stock, it was announced last week by Leonard H. Goldenson, president. The dividends are payable April 20 to stockholders of record March 25.

in Virginia use these Selling Personalities

★ Mondays thru Fridays
No Premium Rates

ALDEN AAROE 6 to 7 A.M.
Gets out with the farmers and talks their language.

CARL STUTZ 9 to 10 A.M.
Knows his music. Co-author "Little Things Mean a Lot."

SUNSHINE SUE
5:30 to 5:45 P.M. Sweet talking mistress of ceremonies and selling.

CBS

50,000 Watts
Richmond, Va.
For 29 years a Virginia institution
REPRESENTED BY
CBS RADIO SPOT SALES

WRVA

IMN Appoints Moyer, McCoy To Sales, Production Posts

HOLLY MOYER, formerly general sales manager of the Great Western Network, Salt Lake City, has been appointed national advertising manager of the Denver branch of the Intermountain Network, effective today (Monday), Lynn Meyer, IMN president, has announced. Mr. Meyer also announced the appointment of Ronnie McCoy of IMN's KIMN Denver as head of network production, effective tomorrow (Tuesday).

Mr. Moyer was for many years sales manager of KFEL, predecessor of KIMN, and later was an account executive with KNX Los Angeles.

Mr. McCoy, who will be in charge of production of all shows originating from Salt Lake City, will additionally handle a number of entertainment assignments for IN's KALL there.

'Spectacular' to Inaugurate NBC's Color City March 27

DEDICATION of NBC's Color City in Burbank, Calif., will be marked with a 90-minute "spectacular" March 27 entitled *Entertainment, 1955*. The show, scheduled for 7:30-9 p.m. EST, will star Milton Berle, Dinah Shore and Judy Holliday, with Fred Allen as master of ceremonies.

The program will originate from the NBC Burbank studios with remote cut-ins from New York City. Color City brings NBC's investment in Burbank studios to a total of approximately $7 million expended since 1951, a network spokesman said. With the completion of the project, the Burbank operation will cover 55,900 square feet of studios, dressing rooms, technical facilities, warehouse space and scene development area. The new color studio is reportedly the first to be built specifically for color telecasting.

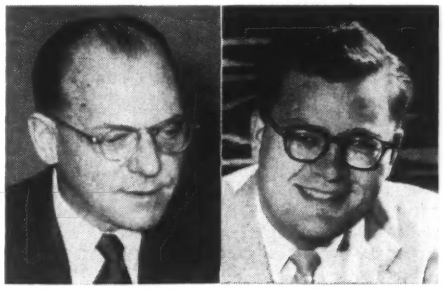
Entertainment, 1955 will be devoted to the various phases of legitimate theatre, opera, nightclubs, radio, records, popular and classical music and motion pictures. A tribute to nightclubs as a training ground for fresh new talent will be paid during the 90-minute variety show. Mr. Berle will appear as a representative of tv comedy. Miss Shore will make an appearance and sing in a staged recording session. In connection with the motion picture phase of the show, Ralph Edwards, host of *This Is Your Life*, will interview Adolph Zukor of the movie industry and excerpts of three unreleased Paramount pictures will be shown.

Mr. Allen, in addition to serving as m.c., will appear in a capsule version of one of Dennis Day's radio shows in tribute to network radio and also will recreate some of the highlights of Allen's Alley which were featured on his old radio show, *Town Hall Tonight*.

CBS Radio Signs Gary Crosby

SIGNING of Gary Crosby, son of Bing Crosby, to an exclusive CBS Radio contract was announced last week by Guy della Cioppa, CBS Radio vice president in charge of network programs in Hollywood. Mr. Crosby will begin work today (Monday) as a member of the cast of the *Tennessee Ernie Show* (Mon.-Wed.-Fri., 7-7:30 p.m. EST).

Additionally, Mr. della Cioppa said, it is planned to have Mr. Crosby star in the new program, to be launched within a few months, titled *Gary Crosby Show*. He also will make occasional, exclusive guest appearances on CBS-TV.



MR. MOYER MR. McCOY

POLITICAL CONVENTIONS MAY GET EQUAL COVERAGE

On-the-spot industry inspection team finds hall facilities satisfactory, but availability of housing accommodations and equipment still presents difficult problems.

RADIO-TV facilities for network coverage of the Republican national convention to be held in August 1956 in San Francisco may, after all, measure up to those in Chicago where the Democrats will hold their own convention a week or so earlier.

This general report was brought back by a network delegation returning last week from an on-the-spot inspection of San Francisco's Cow Palace where the GOP has scheduled its convention.

While hall facilities were reported to be satisfactory, including space for construction of studio booths for separate network highlight pickups as distinguished from the pooled floor coverage, hotel accommodations may present a difficult problem, the delegation discovered.

Lines and transportation were considered at par, but still unresolved is whether equipment will be available on the coast to permit duplicate (Chicago and San Francisco) set-ups. Such a situation would alleviate to an extent the cost factor. As of a few weeks ago the networks expected an additional $1 million in the shared convention coverage cost because of the conventions being located in cities so far apart. A duplicate set-up will require only a shift of personnel from Chicago to San Francisco, but if equipment must be taken out of Chicago and transported to California the problem will be complicated because of cost and the short time available. Another factor is the anticipation that some color would be used.

The partial verdict of the network delegation clashed in part with a position taken last week by Paul Butler, Democratic National Committee chairman. Appearing on NBC-TV's *Today* show, Mr. Butler said his party would have an advantage, primarily because of better tv coverage possible in Chicago.

Meeting in San Francisco were: ABC—Thomas Velotta, vice president and administrative officer for news, special events, sports and public affairs, and Bill Trevarthen, director of engineering operations; DuMont — Rodney Chipp, director of engineering, and Werner Michel, executive producer; CBS Inc.—Sig Mickelson, vice president in charge of news and public affairs; CBS-TV—R. G. (Tommy) Thompson, director of technical operations; NBC—Davidson Taylor, vice president in charge of public affairs, and George McElrath, director of technical operations, and MBS—Milton Burgh, director of news and special events.

RACKET SQUAD

RENEWED BY

NINE OUT OF TEN

SPONSORS!

It must be good! After just 10 months in syndication, Racket Squad has 90% renewals from a wide variety of big-time advertisers, including brewers, oil companies, appliance manufacturers, chain stores, etc. No wonder . . . look at the ratings and share-of-audience (ARB, Dec. '54):

Columbus	17.7	47.3% share
Dayton	20.0	59.5% share
Seattle	21.5	31.6% share

First-run markets are still available, too. But act fast!

RACKET SQUAD

Produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.

7 West 66th St., N. Y.

CHICAGO · ATLANTA · HOLLYWOOD · DALLAS

NETWORKS

Keystone Adds Nine Stations

KEYSTONE Broadcasting System has announced the addition of nine new affiliates, bringing its roster of stations to 805. New clients are the following: WEPG South Pittsburg and WDKN Dickson, both Tenn.; KWNA Winnemucca, Nev.; KTCB Malden, Mo.; WELY Ely, Minn.; WHMP Northampton, Mass.; WBRT Bardstown, Ky.; KNCK Concordia, Kan., and WBTO Linton, Ind. Additions were announced by Blanche Stein, KBS station relations director.

NBC to Simulcast Awards

NBC will simulcast, for the third consecutive year, the annual awards ceremony of the Academy of Motion Picture Arts & Sciences, March 30, 10:30 p.m.-midnight (EST). Sponsor is General Motors' Oldsmobile Div. The program will originate from the Pantages Theatre in Los Angeles.

NETWORK PEOPLE

C. J. Kreidler, sales staff, KDYL Salt Lake City, named account executive, Great Western Radio Network, headquartered at KDYL, succeeding **Holly Moyer.**

Clark Roberts, reporter, former *Los Angeles Daily News,* to CBS-TV Hollywood as unit publicist and feature writer.

Samuel Chotzinoff, music consultant, NBC, and producer, *NBC Opera Theatre,* author of book, "A Lost Paradise."

Neil Strawser, newsman, CBS Washington, father of boy, John Christian, March 5.

MANUFACTURING

FORECAST: DOUBLED ELECTRONICS INCOME

Sylvania's Harrison says the industry's annual revenue will be $20 billion in 10 years.

THE ELECTRONICS industry in the U. S. will more than double its annual revenues (from $9 billion to $20 billion) within the next decade, W. Benton Harrison, Sylvania Electric Products Inc. vice president for finance, said Thursday.

Mr. Harrison, describing electronics to a meeting of the Financial Analysts of Philadelphia as the world's fastest growing major industry, said tv and radio broadcast revenues of $1.4 billion last year will show a slight increase this year. By 1958-60, he predicted revenues at the $3 billion level, and at the end of 10 years, more than $5 billion.

Tv rapidly is approaching the point of saturation in U. S. homes, he said, noting that nearly 70% of the current 46.6 million radio homes already have tv. Set obsolescence and wearout, increased number of new families and new homes and the coming era of second-set tv homes are working to keep sales up, he said.

Mr. Harrison pegged the number of color sets which will be produced this year at "no more than 150,000," with about 100,000 of these sold to the public.

More optimistic was his anticipation for color sales to boom in the future, estimating it is probable that 34% of all tv sets produced in the 1958-60 period will be color sets and that the percentage will climb to 61% in 1964.

He said ". . . Color is on the way, but . . . it will be at least six years" before color production matches black-and-white.

Mr. Harrison, looking at tv's potential, said 1954 was tv's biggest year to date with 7.3 million sets sold and dollar volume of factory sales at $1.05 billion. His estimates: for 1955, 6.4 million sets to be sold with factory-door value around the billion-dollar mark; for 1958-60, combined monochrome and color, 6.9 million sets to be sold (average per year) with dollar volume about $1.2 billion per year; at end of decade, 7.4 million sets to be sold at factory price level of $1.5 billion.

Radio's potential also scored high in Mr. Harrison's talk. He noted that in 1954 6.4 million sets were sold for volume of about $136.5 million. He estimates: 1955, seven million sets to be sold for $147 million volume; 1958-60 period, average 7.8 million sets to be sold per year, grossing annual average of $148 million; by 1964, 8.5 million radios at $162 million level.

In a separate breakdown of automobile radios, Mr. Harrison reported 4.1 million sets, totaling $103 million, were sold last year. Future expectations: 1955, 4.3 million sets at $107.5 million; 1958-60, average 4.8 million sets per year with $120 million volume each year; by 1964, 5.6 million sets at total volume of $140 million.

Sylvania Sales Dip 4% in '54; Net Income Is Level With '53

SYLVANIA Electric Products Inc., New York, reported last week that net sales in 1954 totaled $281,641,987, which was 4% below the 1953 record-breaking volume of $293,267,408 but 20% above 1952 sales of $235,023,437.

In his annual report to stockholders, Don G. Mitchell, board chairman and president, noted that 1954 net income of $9,480,941 was "virtually level" with 1953 earnings of $9,536,181 and was 36% higher than the 1952 profit of $6,960,625. He added that after provision for dividends on the $4.40 and $4.00 preferred stock, 1954 net income was equal to $2.92 per share of common stock on 2,827,390 shares outstanding on Dec. 31.

Anti-Trust Charges Denied by Philco Corp.

PHILCO Corp. has denied the charges of violating the Sherman and Clayton anti-trust acts which the U. S. government leveled against it in the U. S. District Court for the Eastern District of Pennsylvania on Dec. 15, 1954 [B•T, Dec. 20, 1954].

The government in its civil suit alleged that Philco was disobeying the law when it required wholesale distributors to sign contracts agreeing not to sell or ship Philco products to retailers outside their territories.

Philco contended that any control it exercised over its distributorships was used to maintain "Philco's standards of sales and service" and that the superior service thus afforded the public, enhanced, rather than curtailed, competition between Philco and its competitors.

Tel-O-Tube Settles 2 Suits

TWO SUITS brought by Allen B. DuMont Labs against Tel-O-Tube Corp. of America, Paterson, N. J., charging infringement of DuMont tube patents in the past six years, were settled last week, following a 10-day hearing.

As part of the settlement, Tel-O-Tube and DuMont entered into a standard cathode-ray tube license agreement.

WRITE DEPT. K
FOR YOUR FREE
DESCRIPTIVE FOLDER
Our many years of experience in the manufacture of telephone jacks enable us to offer you the finest jack panels available
Series 99
AUDIO JACK PANEL
The Jacks are spaced to eliminate possibility of splitting circuits, and the sturdy welded steel frames are nickel plated to insure clean contact. A heavy steel plate inserted in the upper edge of the bakelite strip provides unusual strength. Phenolic insulation throughout.
VIDEO JACK PANEL 963
The Jacks are designed to provide coaxial patching in applications where 70 ohm lines are used. Its compact size (2⅛ x 19 inches) conserves rack space. A sub-chassis is included providing 24 Amphenol connectors and plugs to permit disconnection of long lines when necessary.
We also manufacture matching video patch cords and looping plugs
NEMS CLARKE, INC
ENGINEERING · DEVELOPMENT · MANUFACTURING
919 JESUP-BLAIR DRIVE · SILVER SPRING, MARYLAND

EQUIPMENT CONTRACT, involving purchase by KCRG-TV Cedar Rapids, Iowa, of DuMont 50 kw amplifiers, 12-bay antenna and transmission line, is agreed to by (l to r): seated, Joseph F. Hladky Jr. and Louis J. Nilles, executive vice president and treasurer, respectively, of licensee Cedar Rapids Television Co., and, standing, Kenneth Petersen, DuMont marketing manager; Carl Rollert, KCRG-TV chief engineer; Wade S. Patterson, KCRG-TV general manager, and John Klindworth, DuMont representative. The equipment is scheduled for installation within two months. The resultant power boost is designed to extend coverage to Waterloo, Iowa City, Dubuque, Marshalltown and Muscatine, according to KCRG-TV.

Transmitting Equipment

Station	Power	Band	Use
TRANSMITTER ORDER			
Allen B. DuMont Labs KLFY-TV Lafayette, La.	5 kw	tv (ch. 10)	new station

OTHER EQUIPMENT: DuMont also reported an order from KLFY-TV Lafayette for complete studio equipment and monochrome multi-scanner. Tentative shipping date is April 1.

RCA has reported shipments of a 25 kw amplifier to KYTV (TV) Springfield, Mo. (ch. 3), and a 12½ kw amplifier to WFAM-TV Lafayette, Ind. (ch. 59).

Philco 1954 Sales Decline Over $80 Million From 1953

SALES of Philco Corp., Philadelphia, in 1954 totaled $349,277,000 as compared with $430,420,000 the previous year. The decline was attributed to a 45-day strike that tied up the firm's electronic plants last May and June, and the general reduced level of business during the early months of the year, which was particularly noticeable in the appliance and consumer durable goods industries. These figures and accompanying data were released last week in Philco's annual report to stockholders.

Net income from operations for 1954 was $6,769,000 or $1.69 per share of common stock. In 1953, net income from operations was $13,068,000 or $3.43 per common share and net income from the sale of WPTZ (TV) Philadelphia amounted to $5,283,000 or $1.43 per share of common stock. The report said an accounting change in recording certain expenses has resulted in earnings before taxes being $1,665,000 less than in previous years.

Certain "significant contributions" by Philco during 1954 in the fields of color television and transistors were noted. One of the developments pointed to was a color tv system with a tube that "employs only one gun, as contrasted with the current three-gun tubes. . . ."

Philco's annual report also showed that General Electric, Westinghouse, Sylvania Electric and Avco Mfg. have taken licenses covering the single-gun color tv tube and system.

Barsby, Ex-RCA V. P., Dies

WILLIAM BARSBY, 67, retired administrative vice president of RCA Communications Inc., died March 5 at his home in Redington Beach, Fla. Mr. Barsby, who came from England to the U. S. in 1913, began his communications career at Commercial Cable Co., New York, shifting later to Marconi Telegraph Co. of America. During World War I, he assisted in establishing the first central radio office for the U. S. Navy in Washington, D. C. After the war he returned to Marconi.

Stainless Opens New Office

OPENING of a new office in Manhasset, L. I., N. Y., by Stainless Steel Inc. (radio-tv towers), which headquarters in North Wales, Pa., was announced last week by the company. It also announced that Henry J. Guzewicz, vice president in charge of sales, will be in charge of the new Manhasset office, located at 200 Plandome Rd. Telephone is Manhasset 7-5961.

MR. GUZEWICZ

William R. Burrows Dies

WILLIAM R. BURROWS, 82, retired vice president of General Electric Co., died in New York March 2 after a long illness. He joined Edison Lamp Co., predecessor of GE, in 1894 and rose to GE vice president in 1927. Mr. Burrows, who retired in May 1944, is survived by his wife, one daughter, two sons, one sister and eight grandchildren.

ROMERO RATES HIGH... HITS 34.3 IN FIRST MILWAUKEE RATING

In city after city, ARB* reports **PASSPORT TO DANGER** is hot . . . and getting hotter! For example:

15.1 in San Francisco, with a 75.5% share-of-audience!

18.1 in Cincinnati, with a 36.7% share-of-audience!

34.3 in Milwaukee, with a 64.6% share-of-audience!

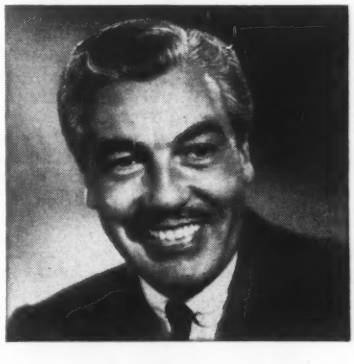
37.0 in Jacksonville, with a whopping 86.7% share!

43.3 in Pittsburgh, with a 68.9% share!

What a star! What a show! What a way to sell your product!

*Jan. 1955

CESAR ROMERO, starring in . . .



PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.
CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

MANUFACTURING

MANUFACTURING PEOPLE

Alexander M. Poniatoff, president, Ampex Corp. (magnetic tape recording equipment), Redwood City, Calif., elected chairman of board; **George I. Long** elected to succeed Mr. Poniatoff; **T. Kevin Mallen** named vice chairman of board.

MR. PONIATOFF MR. LONG

Edmond I. Eger, vice president for advertising, Admiral Corp., Chicago, elected to board of directors; **John B. Huarisa,** executive vice president, named treasurer; **John F. Gilbarte,** government sales manager, named vice president of government labs division.

David Bain, sales manager, RCA Broadcast Div., Washington office, transfers to engineering products dept., Camden, N. J., as broadcast transmitter equipment manager; **C. D. Pitts,** assistant to Mr. Bain, succeeds him.

Myles S. Gaythwaite, sales training manager, lighting div., Sylvania Electric Products Inc., N. Y., appointed director of sales management development of company.

AWARDS

NBC-TV LEADS FIELD IN 'EMMY' HONORS

Network's 13 awards tops CBS-TV's 12, as ABC-TV makes good showing with 7 at seventh annual Academy of Television Arts & Sciences' 'Emmy' awards presentation.

NBC-TV took a one "Emmy" edge over CBS-TV in the seventh annual Academy of Television Arts & Sciences' awards presentation. Of the 33 national awards for network or syndicated programs, NBC-TV received 13; CBS-TV, 12; ABC-TV, 7, and syndicated programs, 1.

Multiple winners at the awards banquet, held last Monday (March 7) at the Moulin Rouge restaurant in Hollywood and televised nationally by NBC-TV, were ABC-TV *Disneyland,* NBC-TV *Dragnet,* CBS-TV *Jackie Gleason Show* and "12 Angry Men" from CBS-TV *Studio One,* each in three categories. Two-time winners were NBC-TV *George Gobel Show* and ABC-TV *Make Room for Daddy.* Further breakdown shows that of the 33 winning programs and personalities, 14 originate live in New York, 14 are filmed in Hollywood and 5 originate live in Hollywood.

National "Emmy" awards went to:

George Gobel, most outstanding new personality; CBS-TV *Omnibus,* best cultural, religious or educational program; NBC-TV *Gillette Cavalcade of Sports,* best sports program; CBS-TV *Lassie,* best children's program; CBS-TV *Art Linkletter's House Party,* best daytime program; syndicated *Stories of the Century,* best western or adventure series; John Daly (ABC-TV), best news reporter or news commentator; NBC-TV *This Is Your Life,* best audience guest participation or panel program; Robert Cummings ("12 Angry Men"), best actor in a single performance; Judith Anderson ("MacBeth" on NBC-TV *Hallmark Hall of Fame*), best actress in a single performance; Perry Como (CBS-TV), best male singer; Dinah Shore (NBC-TV), best female singer; Art Carney and Audrey Meadows (both CBS-TV *Jackie Gleason Show*), best supporting actor and actress, respectively, in a regular series; Danny Thomas (ABC-TV *Make Room for Daddy*), best actor starring in a regular series; Loretta Young (NBC-TV *Loretta Young Show*), best actress starring in a regular series; NBC-TV *Dragnet,* best mystery or intrigue series; ABC-TV *Disneyland,* best variety series including musical varieties; ABC-TV *Make Room for Daddy,* best situation comedy series; ABC-TV *United States Steel Hour,* best dramatic series, and "Operation Undersea" (ABC-TV *Disneyland*), best individual program of the year.

Winners of the national technical awards, the presentation of which was televised only by KRCA (TV) Hollywood, were:

Bob Markell for "Mallory's Tragedy on Mt. Everest" (CBS-TV *You Are There*), best art direction of a live show; Ralph Berger and Albert Pyke, "A Christmas Carol" (CBS-TV *Shower of Stars*), best art direction of a filmed show; Lester Shorr, "I Climb the Stairs" (NBC-TV *Medic*), best direction of photography; Reginald Rose, "12 Angry Men," best written dramatic material; James Allardice, Jack Douglas, Hal Kanter, Harry Winkler (NBC-TV *George Gobel Show*), best written comedy material; NBC color tv policy and Burbank color, best technical achievement; John Goetz, Walter O'Mears, Daniel Zomtino, electronic editing on NBC-TV *Background,* best engineering effects; George Nicholson (NBC-TV *Dragnet*), best tv sound editing; Grant Smith and Lynn Harrison ("Operation Undersea"), best tv film editing; Frank Shaffner, "12 Angry Men," best direction; Walter Schumann (NBC-TV *Dragnet*), best original music composed for tv; Victor Young (multi-network "Diamond Jubilee of Light"), best scoring of a dramatic or variety program, and June Taylor (CBS-TV *Jackie Gleason Show*), best choreographer.

On the local level there were seven Hollywood awards plus a special station achievement award, which was presented for the first time. This was won by KNXT (TV) on the basis of (1) general excellence of programming, (2) outstanding public service to the community and (3) outstanding contributions to the advancement of tv.

Capturing four of the remaining seven "Emmy" statuettes was KTTV (TV) with *Paul Coates—Confidential File,* best cultural program; *George Putnam and the News,* best news program; *Eleanor Hempel's Little Schoolhouse,* best children's program, and Paul Coates, most outstanding male personality. KHJ-TV received an award each for *Channel Nine Movie Theatre,* best entertainment program, and *Baseball—Los Angeles-Hollywood,* best sports program. Eleanor Powell, for her KRCA (TV) *Faith of Our Children,* was named most outstanding female personality.

An estimated 1,100 tv personalities, network and station executives, producers and members of the press were assembled at the Hollywood end, for which Steve Allen served as m.c. Cut-ins from Nino's LaRue in New York were hosted by Dave Garroway.

Sevareid, NBC, WNYC Winners of Polk Awards

RESULTS of the eighth annual balloting by members of the Long Island U. faculty for the George Polk Memorial Awards for "distinguished achievements in journalism" in the New York metropolitan area in 1954 were announced last fortnight by Admiral Richard L. Conolly (Ret.), LIU president. Eric Sevareid, CBS commentator, NBC public affairs department and WNYC New York were among the winners.

The awards will be presented April 7 at the annual George Polk Memorial Luncheon to winners in the regular newspaper categories as well as in radio-tv journalism. An exhibit of the winning articles will be arranged at the university shortly, Adm. Conolly said. Among

Put this in your old Clay Pipe . . .

FOR THE LUCK OF THE IRISH

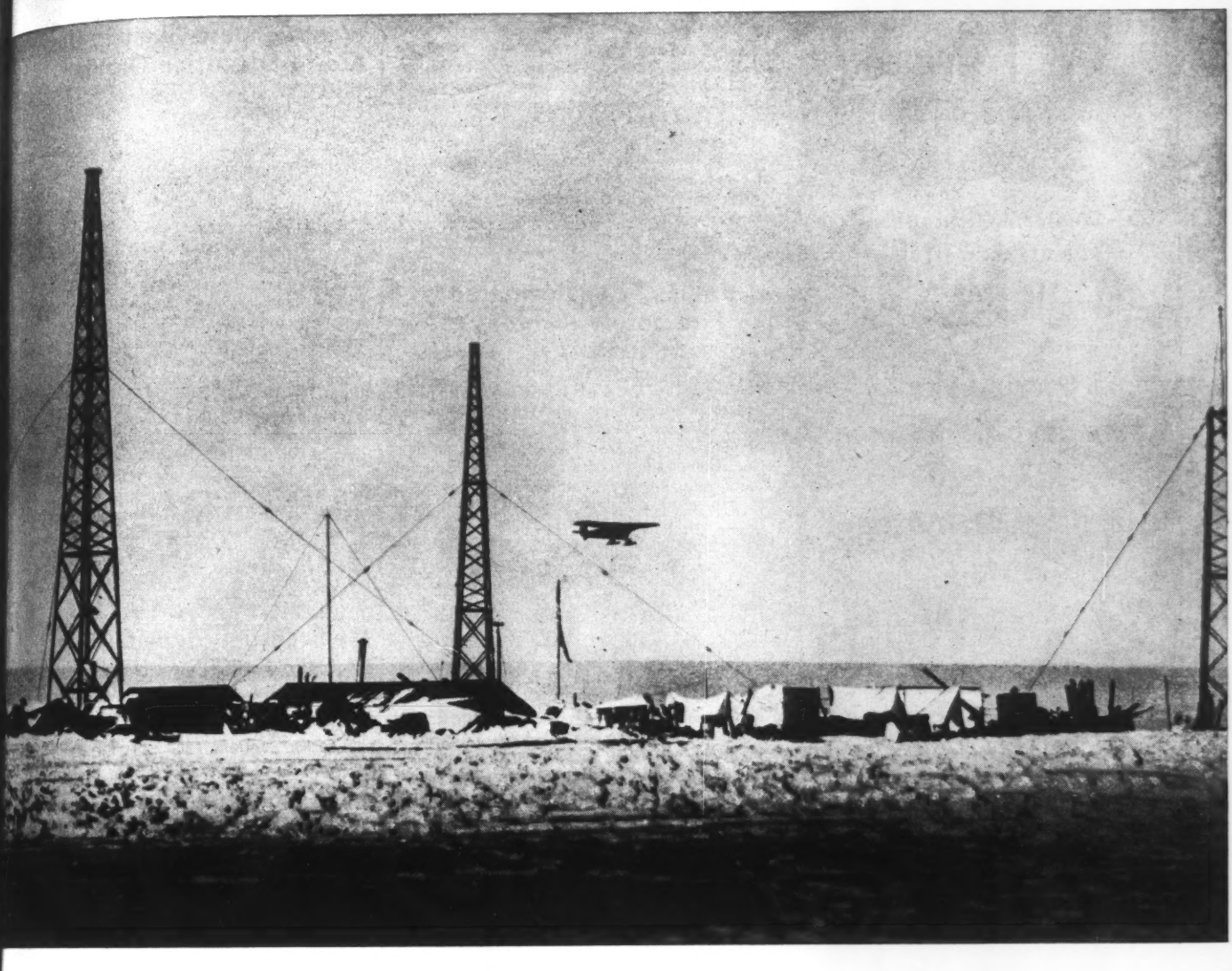
Try

The Familiar Music And Planned Programming of

THE SESAC TRANSCRIBED LIBRARY

475 Fifth Avenue New York, N. Y.

"the best music in America"



latest Byrd Expedition finds BLAW-KNOX Towers . . . installed on first trip to Little America in 1928

Installed by the first Byrd Expedition to the South Pole in 1928, these three Blaw-Knox radio towers have stood firm against the antarctic's severest wind and weather conditions for more than a quarter-century.

And over forty years ago, at the other end of the earth, four 300-foot Blaw-Knox self-supporting "wireless" towers were installed at Ketchikan, Alaska. First of their type, these towers still provide good service, despite extreme cold, wind and ice conditions encountered in that arctic area.

While these two examples are rather spectacular, they typify the sturdy strength of all Blaw-Knox antenna towers . . . designed and constructed to meet your specific operating requirements.

For more complete information on the many modern types of guyed and self-supporting Blaw-Knox Antenna Towers, write for your copy of Bulletin No. 2417.

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

BLAW-KNOX

ANTENNA TOWERS

Guyed and self-supporting—for AM • FM • TV • radar • microwave • communications

WKMI
KALAMAZOO
Western Michigan's Most Powerful Independent
Serving the Kalamazoo-Battle Creek 270,000 Metropolitan Area
★
5,000 Watts
Full Time • at 1360
Steere Broadcasting Corporation
Nat'l Rep., Forjoe

SUPER POWER on the GULF COAST!
316,000 WATTS ERP.
plus
All the outstanding shows from
NBC .... CBS .... ABC
and top local programs
•
For coverage of Southern Alabama, Northern Florida, Eastern Mississippi
CHANNEL 10
WALA-TV
MOBILE'S ONLY TELEVISION STATION
PAPE TELEVISION COMPANY, INC.
Mobile, Alabama
AFFILIATED WITH WALA RADIO
Ask Your Headley-Reed Man For Market Information and Availabilities

AWARDS

the radio-tv winners were:

Community service award was voted to WNYC New York for public service broadcasting, including outstanding coverage of the UN, city government and education. In the radio-tv reporting category, Eric Sevareid of CBS was voted an award for responsible coverage of Washington affairs and for his weekly telecast, *The American Week*.

A special award was presented to the public affairs department of NBC for "Three, Two, One—Zero," tv documentary on the development of atomic power.

21 Radio, Tv's Nominated For Fire Safety Awards

NATIONAL BOARD of Fire Underwriters, New York, announced last week that 21 radio and tv stations have been nominated by their respective communities for the 1954 Gold Medal Awards. Nominations were made by fire department officials, civic groups, agency associations and individuals, citing stations which performed outstanding public service in fire prevention and fire safety during 1954.

Radio stations nominated for awards are: WHLM Bloomsburg, Pa.; KSO and WHO Des Moines; WOWO Ft. Wayne, Ind.; WRCA New York; KFAB Omaha; WMUB Oxford, Ohio; KELO Sioux Falls, S. D.; KANS Wichita, Kan., and WWVA Wheeling, W. Va.

The following television stations have been nominated: WMAR-TV Baltimore, Md.; WBZ-TV Boston; WBBM (TV) Chicago; WCPO-TV Cincinnati; WKJG-TV Ft. Wayne, Ind.; WFMY-TV Greensboro, N. C.; WTVJ (TV) Miami, Fla.; WHAM-TV Rochester, N. Y.; KELO-TV Sioux Falls, S. D.; KTTS-TV Springfield, Mo., and WSJS-TV Winston-Salem, N. C.

Each winner will be presented with a gold medal or its equivalent of $500 in cash, a spokesman for NBFU said. Presentation usually takes place at a civic function in the recipient's community. Announcement of winners will be made later this month.

Writers Group Slates Awards

THE EDUCATION Writers Assn. is accepting applications for bronze plaque awards in the fields of education reporting and interpretation. The competition is open to reportorial and editorial material from newspapers, magazines and radio and tv outlets.

Deadline for entries is April 1. Further information may be secured from and entries submitted to: Joseph Deitch, secretary, Education Writers Assn., 525 W. 120th St., New York 27.

AWARD SHORTS

S. Olive Young, salesman, WAGA Atlanta, Ga., presented Victor Award of 1954 from Atlanta Sales Executives Club for being outstanding 1954 Atlanta salesman.

KSOO Sioux Falls, S. D., presented citation from Veterans of Foreign Wars for contributions ". . . in the interest of war veteran, community and national welfare."

Bridges-Sharp & Assoc., Dayton, Ohio, winner of five awards in advertising contest of Adv. Federation of America's fifth district. Agency took all three awards in radio classification plus a first and third in different newspaper categories.

Beecher Frank, disc m.c., WKLO Louisville, Ky., presented Flying Dutchman Award of Kentucky High School Athletic Assn. for unselfish work among young people.

Allan Hammond, manager, CFCF Montreal, presented "Citation for Service to Religous Understanding" on behalf of station from Temple Emanu-El, Montreal, for carrying ABC *The Message of Israel* for past 20 years.

EDUCATION

Westinghouse Electric Ups Aid-to-Education Grants

EXPANSION by Westinghouse Electric Co. in the aid-to-education field was announced last week with the setting up of a $5 million educational program to provide financial assistance to colleges and universities throughout the country.

Gwilym A. Price, president of Westinghouse Electric and a trustee of the Westinghouse Educational Foundation, said the plan is effective for the five-year period 1955-60 and consists of direct contributions, scholarships, fellowships and special educational aids originating from the foundation and the corporation. He reported that it represents the largest financial support program for education made by the company and foundation since Westinghouse entered the aid-to-education field in 1940.

The program provides for contributions to school operating expenses and building funds, totaling $2,350,000; more than 300 annual scholarships, fellowships, professorships and teaching awards, amounting to $1,750,000; special educational activities, including scholarships for employes and their children, and summer employment programs for teachers, totaling $900,000.

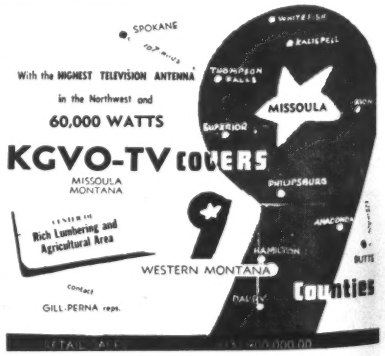
Audience Board Sets Up Tv Program Study System

SYSTEM of previewing and reviewing tv program segments has been established in Hollywood by the National Audience Board, civic group with the reported aim of advising tv networks, stations and producers how to achieve better programming.

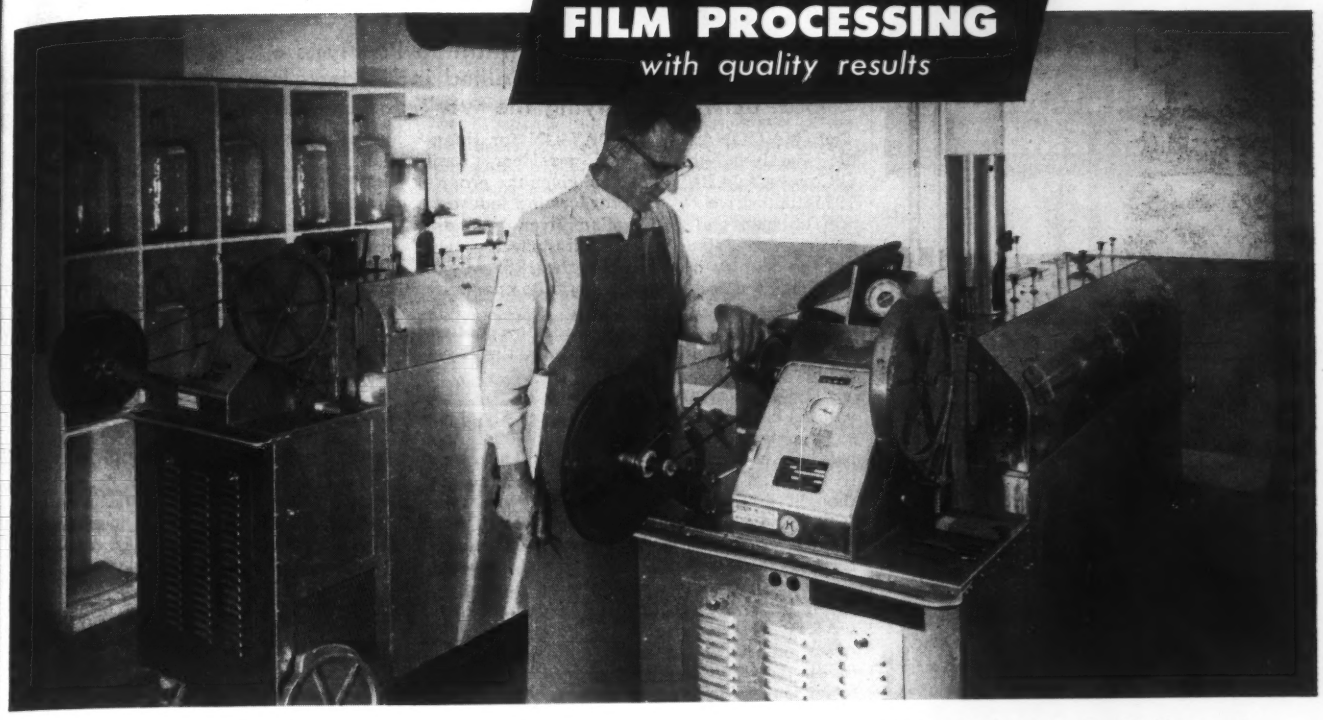
With the cooperation of ABC-TV and CBS-TV, NAB committees have been given projection room viewings of programs before showings, after which NAB polled committee members and other viewers on their reactions to the programs. A reviewing committee similarly reviews and reports opinion on the actual telecast. Results of the surveys are made available to interested networks, stations and producers.

In the survey ballot are questions on the entertainment value of the program; the effectiveness of commercials; to which segment (family, men, women, children, etc.) it is best suited; if it is programmed at an appropriate time; if the acting, production, music and technical credits are of high quality; whether offensive material is present; whether instructive material is presented, and if similar programs of its kind are indicated.

Named chairman of the NAB previewing committee by Peter Goelet, national president, are Mrs. Frederick Teasley, tv chairman, California Federation of Women's Clubs, and chairman of the NAB reviewing committee, and Miss Lou Breslow, state tv chairman, American Assn. of University Women.



for FAST FILM PROCESSING with quality results



N.B.C. Photo Lab., Hollywood

most TV stations depend on . . .

HOUSTON FEARLESS EQUIPMENT

Speed is of extreme importance in processing motion picture film for newscasts, special events, interviews, Kinescopes, etc. But quality work should never be sacrificed for speed . . . and needn't be with Houston Fearless processing equipment. That's why *far* more TV stations and networks use Houston Fearless processors than all others combined. They appreciate the ease of operation, the consistently fine results and the high degree of dependability.

There's a Houston Fearless film processor to fit every need: 16mm, 35mm black and white, color, negative, positive, reversal or negative-positive color film . . . from the smallest, most compact unit to the largest installation. Whatever *your* needs, be *sure* to contact Houston Fearless *first!*

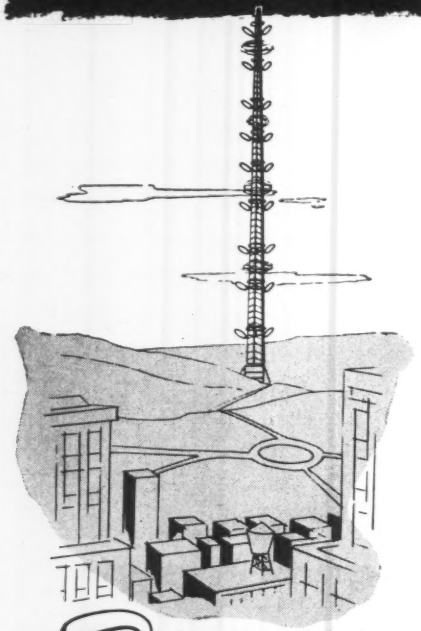
HOUSTON FEARLESS

DIVISION - COLOR CORPORATION OF AMERICA

11801 W. OLYMPIC BLVD., LOS ANGELES 64, CALIF. • BRadshaw 2-4331
620 FIFTH AVE., NEW YORK 20, N. Y. • Circle 7-2976

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE FILM PROCESSING EQUIPMENT"

TV
BROADCAST ANTENNA SYSTEMS?



Prodelin

"Job Packaging"
is the COMPLETE ANSWER

Supply Prodelin with only your specifications, and Prodelin will deliver a complete antenna system—*systematized* to your particular job, with *matched components* and *installation-ready* at your site, when you need it!

ANTENNA SYSTEMS:
- ANTENNAS — VHF TRI-LOOP

ANTENNA ACCESSORIES:
- DE-ICING KITS

TRANSMISSION LINE AND ACCESSORIES:
- COAXIAL CABLE (AM-FM and TV)
- WAVEGUIDE
- COUPLINGS
- ELBOWS
- BENDS
- TRANSITIONS
- FITTINGS
- HANGERS
- DEHYDRATING EQUIPMENT

RF FILTERS:
- TELEPLEXER
- NOTCH DIPLEXER
- GHOST ELIMINATOR

WRITE FOR SPECIFIC INFORMATION

Prodelin Inc
307 Bergen Ave. Kearny, N. J.

BROADCAST INDUSTRY DRAWS PRAISE FOR SUPPORT OF POLIO FUND DRIVES

National Foundation for Infantile Paralysis cites 100% cooperation by the broadcasting and allied industries. Herewith are reports of local activity, typifying the work done by all radio and tv outlets.

THE NATIONAL FOUNDATION for Infantile Paralysis, through its president, Basil O'Connor, told B•T of the aid given the group's 1955 fund drive by the broadcasting industry:

"The help and cooperation given by radio and television stations and their staffs throughout the country in publicizing the 1955 March of Dimes was truly remarkable in its unanimity and its far reaching effects.

"Radio and tv stations broadcast countless March of Dimes announcements, and then went further.

"The 1955 campaign was particularly vital, with an effective polio vaccine apparently about to be proved and a record number of infantile paralysis patients still needing aid. The extent to which so many station staffs gave time and thought to special promotions and used their facilities for telethons and other direct fund raising programs was most inspiring. Requests for help to the national and regional networks, from our national radio-television committee, under the able direction of Harold E. Fellows, NARTB president, were met with 100% cooperation. As we approach what we hope will be the day of victory over polio, the radio and television broadcasters should know how great their contribution has been in this urgent fight.

"I wish also to emphasize how very appreciative we are to the radio, tv, stage and motion picture talent who so generously gave their time and services in the many 1955 March of Dimes activities."

What Some Stations Did

Among the stations contributing to the cause were the following, according to reports received by B•T.

WFAU Augusta, Me., raised $4,300 from a six-hour auction which the station conducted. Among the items donated for the sale were a tv set, two used cars and a shirt from Maine's Gov. Edmund Muskie.

WDOT Burlington, Vt., collected $1,200 during a special five-hour campaign.

Contributions totalling $5,600 were received by WJAR-TV Providence, R. I., which was getting enough money to balance a scale on which a little girl—a victim of polio—was seated.

WTIC Hartford, Conn., contributed 18 hours of air time over a two-week period to aid the current fight and with the *Hartford Courant* gathered over $107,000 in gifts.

A three-hour simulcast by WHEN-AM-TV Syracuse, N. Y., resulted in another $5,800 being added to the MOD fund. More than 200 radio-tv personalities and local citizens volunteered their services for the program.

In Philadelphia, WFIL-AM-TV used a four-day saturation campaign to plug the local "Mothers' March on Polio"—an activity of the MOD—and climaxed this with a 45-minute variety-information show just prior to the start of the "march."

WGLV (TV) Easton, Pa., presented an hour-long documentary "clincher" program in the final hours of the polio campaign. The program ended with a doctor removing the cast from the leg of a little girl crippled by the disease who then walked across the stage graphically demonstrating to what use the funds were to be put.

WBRE-TV Wilkes-Barre, Pa., received more than $11,000 from viewers who made pledges during a marathon show produced by the station.

WFRM Coudersport, Pa., collected $6,100 through five shows involving 17½ hours of programming on behalf of the drive. The station also aired announcements for polio drives conducted by other local groups.

Disc m.c.'s at WTON Staunton, Va., raised $12,000 for the drive by offering not to shave as long as contributions kept rolling in. They went shaveless for 11 days.

WTYC Rock Hill, S. C., raised $1,200 during a four-and-a-half hour live and recorded afternoon broadcast which was heard throughout the business district by means of loudspeakers. Collections were taken in the streets.

WGVL (TV) Greenville, S. C., televised the judging of the "Miss Greenville" contest which was the culmination of the local drive. The show was seen live and telecast from a nearby Air Force base.

A 15-hour poliothon at WLAC-TV Nashville, Tenn., brought in $21,400 for the MOD. The show featured both nationally and locally known entertainers.

In Dublin, Ga., WMLT Station Manager Bill Courson was "arrested" during a newscast he was airing and made tape-recorded pleas from the jail for contributions to the MOD so that he could be bailed out.

KNOE-TV Monroe, La., was asked by the local banks to stop its "pennies for polio" promotion because the bank's reserve of pennies was being depleted. The station collected 113,191 ($1,131.91) pennies during its two-week drive.

WVJS Owensboro, Ky., presented an hour-long show for the MOD from the local group's headquarters. Highlighted were activities of mobile ham operators who were dispatched to donors' homes by radio.

WSJV (TV) Elkhart, Ind., gathered $6,500 during a five-hour telethon in which more than 150 entertainers and guests appeared. The station's *Hob Nob* show, during a two-week period, had a promotion in which a polio victim drew the name of a dimes-contributor who received the "specialized services" of a staffer or public official. "Services" ranged from stoking furnaces to addressing a women's club.

WOOD-AM-TV Grand Rapids, Mich., cowboy personality Buck Barry presented a wild west show dedicated to the children in the area who took the first polio inoculation and for the purpose of raising funds for the MOD.

"Pounds for Polio" was the theme of a drive conducted by Chet Long, WBNS-TV Columbus, Ohio. The goal was enough money to balance the weight of a 75-pound polio victim. Mr. Long's promotion and another engendered by it brought in $1,800.

WLEC Sandusky, Ohio, raised over $2,600 in a 12-hour radiothon. The station, which had city and county officials acting as disc m.c.'s,

BIG THINGS . . .
PLATTSBURG, N.Y.
WEAV
Ask GILL-PERNA Inc.

also produced a live talent show later in the evening.

WCPO-TV Cincinnati collected $37,000 from an eight-and-one-half hour poliothon which starred city officials, sports figures and leaders in the local news media fields.

Cincinnati stations WLW-WLWT (TV) turned over the $15,000 proceeds of the local Golden Gloves boxing show, which they sponsored, to the MOD. All expenses of the bouts were defrayed by business firms; the firms were in turn given time on the stations equivalent to the amount of their donations.

Robert Young, tv star, worked with WBKB (TV) Chicago during its presentation on behalf of the "Mothers' March." WBKB and WLS there simulcast a program sponsored by a local merchant which featured talented crippled youngsters. The show raised about $10,000.

Polio victim Jack Mills, news and program director of KSIB Creston, Iowa, collected $800 for the MOD by selling 8,000 memberships in the "Jack Mills Polio Club" at 10 cents each.

Mason Dixon, KICD Spencer, Iowa, personality, literally did march for the MOD. He collected $11,000 for walking 23 miles (55,000 steps) in six degree weather. The walk took eight hours and 15 minutes and was aired by means of the station's mobile unit.

KHOL-TV Kearney, Neb., raised $3,000 during a series of four on-the-air auctions.

KFDA-AM-TV Amarillo, Tex., simulcast a 19-hour show which saw 600 entertainers appear before cameras and microphones. Total funds contributed: $45,000.

KLYN Amarillo night disc m.c. Nick Reyes was handed $150 by the students of the Amarillo high schools on the last night of the MOD drive there.

KCSJ-TV Pueblo, Colo., personnel battled *Pueblo Star Journal Chieftain* staffers to a 20-20 basketball tie for $800 in contributions to the MOD.

Pueblo stations KCSJ-AM-TV, KDZA and KGHF joined in a seven-hour simulcast which netted $3,500 for the cause.

A "dime-a-disc" plan used by Jerry Lawrence, disc m.c. at KFI Los Angeles, brought in over $1,000 from donors requesting their favorite musical selections.

Over $3,000 was collected by KCCC-TV Sacramento, Calif., during the three weeks it conducted an hour-long nightly auction of a wide assortment of items contributed by listeners.

LIBEL
SLANDER
PIRACY
COPYRIGHT
VIOLATION

Our special
INSURANCE
answers the problem
of claims in this field
ADEQUATELY • INEXPENSIVELY

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

NARTB Stations Cooperate With Ike to Aid Handicapped

NARTB member stations are cooperating with the President's Committee on Employment of the Physically Handicapped in a nationwide campaign to aid placement of the handicapped. The broadcast participation was suggested by President Eisenhower, who said "a coordinated, continuing campaign by the nation's radio and tv stations would undoubtedly achieve splendid results."

The President pointed out that 60,000 persons were made ready for useful work in 1954 through federal-state efforts.

NARTB's board approved the plan at its January meeting in Florida, authorizing President Harold E. Fellows to direct industry cooperation.

Maj. Gen. Melvin J. Maas, chairman of the President's committee, met Feb. 18 with Mr. Fellows to launch the campaign. He said cooperation of NARTB "will give great impetus to the nationwide program to provide work opportunities for the handicapped. One of our chief aims is the development of a greater public awareness of the ability to perform productive work inherent in our handicapped citizens. It is the ability that counts, not the disability. We are deeply grateful to the NARTB for this tremendous boost. It is a public service of the highest caliber."

RRN Milk Campaign

RURAL RADIO NETWORK's efforts on behalf of the dairy farmers of the New York Milk Shed have been publicly acclaimed by the dairymen. Twelve fm and 16 am stations broadcast the names of dealers who had signed up for a "super pool" industry organization. Those dealers who were left out were quick to sign up when the farmers learned they were not to be represented.

Fund Gets $307,000

WTVJ (TV) Miami, Fla., collected $307,000 for Cerebral Palsy victims during a 16-hour telethon. WTVJ (TV) had collected, up to the present drive, a total of $487,000 for the CP fund during three annual telethons.

'Home Safety'

THE LAUREL NETWORK has announced that its six stations are launching a "Home Safety" campaign. The stations, all in Pennsylvania, are: WCPA Clearfield, WMAJ State College, WNCC Barnesboro, WDAD Indiana, WAKU Latrobe and WHUN Huntingdon.

Academy Fund Boosted

WTTG (TV) Washington personality Max Reznick raised almost $23,000 for the fund drive for the Hebrew Academy of Washington during a two-and-a-half hour Sunday afternoon telecast.

'The Voting Age'

WBAL-TV Baltimore in cooperation with the League of Women Voters is inaugurating a five-week series called *The Voting Age* to explain the mechanics and importance of voting in primary elections.

Income Tax Problems

WPAW Pawtucket, R. I., is presenting a series of programs dealing with problems occurring in filling out income tax forms. Questions and answers are discussed via "beep phone" with internal revenue service instructors who provide the correct information.

WLS
gives you
All 3
Market...
Coverage...
Programming

Contact us or call your John Blair man TODAY!

WLS CHICAGO 7
The PRAIRIE FARMER STATION

890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

Now it costs less to sell
MINNEAPOLIS
ST. PAUL

Maximum power at minimum cost.
Ask your H-R representative
about choice availabilities.

ASK H-R

316,000 watts on Channel 9

Offices, Studios, Transmitter
FOSHAY TOWER
Minneapolis
Represented Nationally by H-R TELEVISION, INC.

500,000 RESPOND

ONE of the highest mail responses to two 30-second announcements in the history of tv contests has been claimed by NBC-TV and its *Dinah Shore Show* (Tuesday, Thursday, 7:30-7:45 p.m.). In a special kiddie car promotion for Chevrolet, the show's sponsor, Miss Shore asked viewers to send in a card with their name and address and a child's name. Three days after the announcement 500,000 cards and letters had reached NBC Hollywood, the network said. Names of the five winners were picked by Miss Shore on her March 3 telecast. Each are to receive a miniature battery-driven convertible car fashioned after the 1955 Chevrolet Bel Air model.

PLEDGE OF ALLEGIANCE

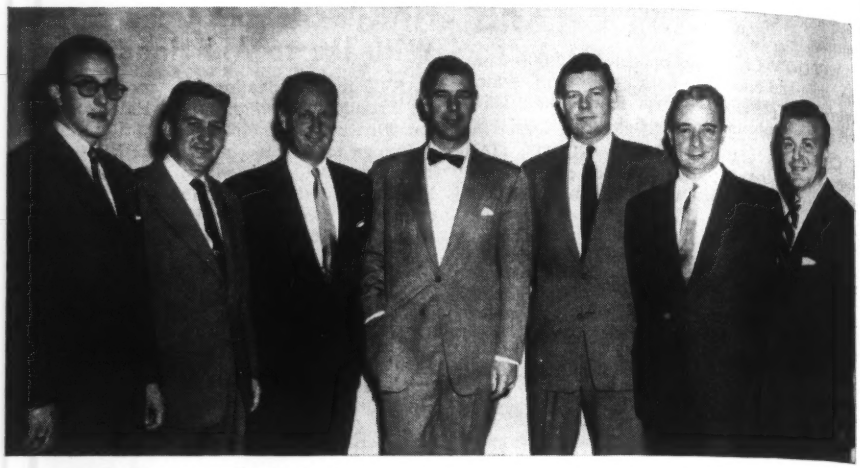
AS A PATRIOTIC service to call attention to the American freedoms so often taken for granted, WSRS Cleveland for the past year has been broadcasting daily at noon the Pledge of Allegiance to the American Flag. To add further emphasis, the station last week started airing the Pledge as recited by outstanding individuals in business, trades, professions and organizations, who ask that persons pause in whatever they are doing and repeat along with them.

KMA'S 30 YEARS OF SERVICE

BROCHURE retracing its past to present through words and pictures has been distributed by KMA Shenandoah, Iowa. From 1925 to 1955, "now as then," KMA is "The Heartbeat of the Corn Country," the booklet says. Information is provided on all phases of the present-day operation of the station, aimed at the large farm audience. The brochure also includes market statistics, Pulse ratings and a map showing KMA's coverage reaching into four states.

TAPE-RECORDED BOBSLED RUN

WHEN ABC sports commentator Bill Stern asked WNBZ Saranac Lake, N. Y., whether there was a possibility of making a tape recording of an actual bobsled run on nearby Mt. VanHovenberg Olympic Bobrun, John Garwood, sports announcer for the station and a bobsledder himself, complied by taking a Bell Sound tape recorder with him and making the run with three other sledders. With the recorder strapped to him, Mr. Garwood was able to give a complete description from the sled while doing a mile run. Bill Stern used the tape on his coast-to-coast broadcast Feb. 23. WNBZ reports it has been informed the event was the first time a successful tape recording of a complete bobrun had been made.



EXECUTIVES of KFSD-TV San Diego and Katz Agency officials discussed station availabilities during a series of conferences at the station. Participants in the discussions were (l to r): Chuck Dwyer, Chicago Katz office; Richard Hasbrook, Los Angeles; Jay Grill, KFSD-TV sales manager; James Rogers, president of KFSD Inc.; Walter Nilson, New York; Stan Reulman, San Francisco, and William E. Goetze, general manager of KFSD's combined operations.

'RECIPE ROUNDUP'

WLPO La Salle, Ill., is offering to listeners "Recipe Roundup," a 72-page recipe book, as a current promotion. During the two weeks prior to publication of the book before anyone had seen it, 2,200 orders for copies from nine counties had been received by the station at the pre-publication cost of $1 per copy, $2 for three copies, according to WLPO.

WRANGLER JIM'S POSSE

SOUTHERN CALIFORNIA kids 12 years and under are being formed into "Wrangler Jim's Posse," sponsored by KABC-TV Hollywood's *Wrangler Jim's Adventure Club* program, with the moppet deputies entitled to special free privileges at matinee theatre showings, park train rides and other activities. The program features adventure serials for children, with James Voorhees as host-m.c.

BILL INGRAM GOES TO ORIENT

BILL INGRAM, newscaster on KSTP Minneapolis-St. Paul, currently is on a two-week visit to the Orient, visiting Tokyo, Hong Kong and Formosa. Mr. Ingram will devote much of his time to a study of the Formosan situation. He will detail his visit, plus his own views and opinions on Formosa, on his news shows upon his return. Mr. Ingram has been to Formosa before and, according to KSTP, came back with a "world beat," airing the news the Chinese communists had invaded the mainland a month before network newscasters broadcast the same information.

CKCL DUTCH-LANGUAGE SHOW

CKCL Truro, N. S., has what it believes is the only Canadian program on the air in the Netherlands language. The weekly program is for the many settlers from Holland who have arrived in the agricultural area of Nova Scotia and is produced by the newcomers themselves. The show includes news from Holland, information on Canada such as land settlement regulations and income tax forms and Dutch music, some of which is supplied on tape by the Netherlands Radio System.

BREAD RECIPE GETS RESPONSE

WHEN a listener wrote to Chuck Muller, farm service director of KOA Denver and host on *Western Breakfast Bell*, asking if he knew a bread starter recipe, Mr. Muller mentioned the request on the program and immediately received two recipes from other listeners. These he read on the air and in three weeks time received 765 requests from 18 states including as far away as California and Michigan, according to the station.

STONEWALL JACKSON

WHEN a mouse appeared on Ted Jackson's *Clockwise* program on WHAM Rochester, N. Y., Mr. Jackson talked to him and the mouse talked back and they soon became fast friends. But Mr. Jackson soon grew tired of addressing the rodent "Mouse," so he staged a contest to name the animal. Over 2,200 entries were received and "Stonewall Jackson" was decided upon, with the winner receiving a clock-radio. Stonewall Jackson Mouse is gone now. The painters came and closed his hole and entombed him in WHAM's studio D.

THE LATEST WCKY STORY

—of 50 KW Stations Covering the South

	Av. Nightly Audience	Class A 1 Min. Open Annets.
WCKY	**823,530**	**$50.00**
Sta. A	819,460	75.00
Sta. B	501,090	65.00
Sta. C	293,630	70.00
Sta. D	280,300	50.00
Sta. E	208,630	50.00
Sta. F	207,500	25.00
Sta. G	184,360	30.00

Best Coverage—Lowest Cost Per Thousand

WCKY CINCINNATI

VISUAL TRIPS FOR YOUNGSTERS

CBS PUBLIC AFFAIRS department is reported to be planning a new weekly children's tv program to premiere April 17, originating live from various points around the country. The purpose of the untitled program is to present activities of interest to youngsters, including trips to a dairy farm to see how cows are milked, a skyscraper to learn how it is built, a coal mine and a look at how tugboats dock huge ocean liners.

'HOME AND GARDEN WEEK'

IN THE ABSENCE of an International Flower Show in New York this year, WRCA-AM-TV there will present a special "Home and Garden Week" from March 21-26, during which 84 hours of integrated programming will be carried on the stations. The special programming will be offered for sponsorship to advertisers of specialized products and services and advertisers which regularly do not use radio-tv. Regularly-scheduled programs on the two stations will be built around home and garden themes, giving listeners and viewers extensive information on spring gardening and building. In addition, there will be one-time programs providing a preview of new methods and devices of interest to garden and do-it-yourself fans.

WKNB-TV GARDENING PROGRAM

NEW weekly program on gardening has been launched on WKNB-TV New Britain, Conn., with John S. Gallagher, who has conducted garden programs on WKNB, as host. All phases of gardening for the home owner are covered on *Gardening With Gallagher,* including planting and care of lawns, foundation plants and planting, shade trees for small lots, hedges for screening and how to make plants grow in the sun and shade.

Movie Promotion Scores

WGBS-TV Miami, Fla., has shown the Florida State Theatre Chain that the best way to promote movie theatre attendance is through television.

To prove the point, a station promotion was worked out by Nick Kersta, managing director of the ch. 23 station. Mr. Kersta, to sell the idea of ch. 23, asked the theatres to put on a cartoon carnival consisting of 23 color cartoons, and charge 23 cents for admission. As a special promotion newsreels were taken of the crowds in front of and in the theatres and the audiences were advised by stage announcements that they could see themselves on WGBS-TV later. Estimated attendance of youngsters at the theatres was 14,500.

Nine theatres, covering Miami, Coral Gables, Miami Beach, Miami Shores, Allapattah, Hollywood and Fort Lauderdale, took part in the promotion. Executives reported that the theatres were filled to capacity by show time. William Russel, Florida State Theatre city manager, said, "Public response to this effort was beyond our wildest dreams. Business at our theatres could not have been better. . . . Our thanks to ch. 23."

PROVED the BEST...

Day after day and year after year these two ALTEC LANSING microphones serve broadcast studios and public address systems throughout the world. Through consistent performance of the highest quality the ALTEC 639 and the ALTEC 633 have proved themselves under all sorts of conditions and for every purpose. These two famous Western Electric microphones which have been manufactured by Altec Lansing since 1949 are, truly, the reliable standbys, the best in their field.

The ALTEC 639 Microphones are ideal for broadcast and public address. These cardioid microphones use a combination of ribbon and dynamic pressure elements to provide the best possible pickup under varying, difficult conditions. High quality three-way (639A) and six-way (639B) directivity patterns are quickly selected by a simple screw adjustment. Impedance: 40 ohms. Power output level: —56 dbm. Frequency response: 40-10,000 cps.

The ALTEC 633 is the world-famous "salt shaker" microphone. This rugged, dependable high-quality microphone for public address, sound distribution systems or broadcasting affords non-directional and, with 8B attachment, semi-directional performance. One of the most popular microphones ever made. Frequency response: 40-12,000 cps. Impedance: (633A) 30 ohms, (633C) 30, 150/250 ohms. Power output level: —58 dbm.

Altec Lansing manufactures a wide range of microphones, each designed for special needs, each an outstanding example of the superior engineering and superlative craftsmanship which have given Altec Lansing the reputation for the very best in professional sound.

A **SOUND** REPUTATION SECOND TO NONE

ALTEC LANSING CORPORATION

Distributed by GRAYBAR

9356 Santa Monica Blvd., Beverly Hills, Calif. • 161 Sixth Avenue, New York 13, N.Y.

experts in tv lighting

That's what some of the most important people in the business call us.

RENTAL EQUIPMENT

We deliver anywhere in the U. S. Service includes installation and removal all at one low cost.

FREE ESTIMATES

WRITE FOR FREE CATALOG OF EQUIPMENT

JACK A. FROST

DEPT. BT
234 PIQUETTE AVENUE
DETROIT 2, MICHIGAN
TRINITY 3-8030

BMI "Pin Up" Hit

PLEDGING MY LOVE

RECORDED BY

JOHNNY ACE.....Duke
TOMMY MARA, LEROY HOLMES ORCH.....MGM
FOUR LADS.....Columbia
TERESA BREWER.....Coral
LOUIS ARMSTRONG.....Decca
THE THUNDERBIRDS....DeLuxe
RONNIE GAYLORD....Mercury

PUBLISHED BY
LION PUBLISHING CO.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 36
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

WGLV (TV)'S LIVE FIGHTS

FRIDAY NIGHT FIGHTS are originating live from WGLV (TV) Easton, Pa., these days with the contestants consisting of young members of the Police Athletic League of Easton, which cooperates with the station in presenting the show. A regulation ring has been erected in the WGLV studios for the youngsters' battles. Bill Wright, sports director of the station, calls the blow-by-blow and Eddy Moy, former Pennsylvania featherweight champion, officiates.

COLLEGE C-C TV SHOW

LONG BEACH City College staged a closed-circuit television show in which performers acted in front of cameras in the school's radio-tv studio and the show was piped by a half-inch coaxial cable to a 16-ft. screen in an auditorium about 300 feet away. The hour-long presentation, viewed by 700 students and guests, was written, produced and directed by Kenneth Carter, radio-tv director of the school and former station manager of WBGO (FM) Newark, N. J. The event was the first time any college had used tv in such a manner, Mr. Carter claims.

MOTHER NATURE PROVIDES

MOTHER NATURE provided WLWC (TV) Columbus, Ohio, the right weather for its *Sportsmanlike Driving* show when the scheduled topic was "How to Drive on Snow and Ice." Such stuff covered the streets of Columbus on the day the program, originally planned as a studio demonstration, was to be presented. The show was ad libbed and eight cars and two wreckers got into the act before it was over. *Sportsmanlike Driving* is presented in cooperation with the Columbus Automobile Club and the Columbus Board of Education and is beamed at teenagers.

BUSINESS IS BOOMING

BROCHURE on business in British Columbia and its own coverage area has been prepared by CKNW New Westminister, B. C., "Top Dog" station. On the cover is a picture of the city's waterfront and the title, "B. C. Business is Booming!" The booklet contains a coverage map, ratings and audience charts, business and industry facts and figures, a population map and a picture of its "Big Four" personality group. The presentation is available from CKNW's promotion department.

WGN PROGRAM FOR PARENTS

PROGRAM dedicated to the hope of making life easier for young parents and future mothers and fathers has started on WGN Chicago. *It's Your Baby,* scheduled as a five-minute show across the board, features pertinent questions and answers and includes special words to fathers, bright sayings of kiddies and novel ways of announcing a birth.

LASSIE'S VARIED AUDIENCE

CAMPBELL SOUP Co.'s "Lassie" contest, promoted principally on tv, received entries numbering in the hundreds of thousands, spokesmen report. Ages of the grand-prize winners—7 to 61—provided an interesting cross-section of the *Lassie* tv audience, underscoring the show's appeal to all ages. Ten pups descended from the original Lassie were awarded to the top winners. In addition, 500 regulation Spaulding basketballs and 500 pairs of Union Hardware Rollerskates were given to second and third place winners.

Show Inspires Book

MATERIAL received from listeners since WTVL Waterville, Kennebec county, Me., inaugurated the program *Little Talk on Common Things* six years ago has been incorporated by the show's narrator into a book titled "Kennebec Yesterdays."

WTVL in 1948 sold Keyes Fibre Co. (paper pie plates and plastic tableware) on the idea for this weekly radio show that would serve as a "voice" to champion the American free enterprise system and other attitudes subscribed to by the manufacturer. The program is not designed to sell the firm's products but rather to build goodwill and pride of sponsorship among employes.

Dean Ernest Marriner of Colby College was chosen as the narrator. Dean Marriner's new book, which includes excerpts from old account books, faded letters and other documents, some dating back to 1775, deals with Maine lore and the early inhabitants of the Kennebec River Valley.

"Kennebec Yesterdays" is 330 pages and was published by the Colby College Press.

WHAT RADIO MEANS

WLBK DeKalb, Ill., is conducting a contest throughout March asking listeners to write on "What Radio Means in Our Home" in a 100 words or less. They also are asked to mention five or more WLBK daily or Sunday programs to which they listen. Prizes include Zenith clock and table model radios and General Electric clocks.

WCOU SPURS RECORD SALES

TRIPLE promotion was staged by WCOU Lewiston, Me., when Louis Dennis, station disc m.c., did a two-hour remote show from the window of a local record store. Sponsors of the broadcast were a RCA record distributor, Coca-Cola and Sam Italian Sandwich Shop. The purpose was to create traffic for the record dealer. Refreshments were provided by Coca-Cola and the sandwich shop. Before the show was over re-orders of 356 sandwiches and 600 cokes had to be supplied. The promotion quadrupled record sales the next day, WCOU reports.

"Have - to - play - KRIZ - Phoenix - tonight."

CKVL PROMOTIONS

TO MARK its change from 980 kc to 850 kc, CKVL Verdun, Que., offered 850 dimes to the listener sending in the largest list of people's names who had been notified of the change. Thousands of letters were received with the lists ranging from 25 to several thousand, some listeners having systematically gone through the telephone book calling people and sending CKVL phone book pages with names called ticked off. The station also increased its power from 5 kw to 10 kw and distributed to advertisers and agencies ash trays and retractable pencils notifying them of the changes. A special list of advertising agencies received desk paper weights in the shape of elephants with the message, "Jumbo Coverage CKVL Now 10,000 Watts."

AFRS TAKES 'BREAKFAST CLUB'

SPECIAL 30-minute version of ABC's *Breakfast Club* will go out to servicemen at 80 overseas posts via the Armed Forces Radio Service starting May 1. The across-the-board broadcasts will be condensed from a full hour to 30 minutes for daily transmission to the troops.

WBAL-TV AIRS LEGAL CASES

WBAL-TV Baltimore and the Baltimore Junior Bar Assn. radio and television committee have started a series of programs which will review actual legal cases which have been heard and settled in the Baltimore courts. After presentation of the facts, three average citizens express their individual views as to what the decision should have been and then a JBA member explains what did happen and why. The program is designed to acquaint Baltimoreans with the law situations which they are likely to meet in everyday life.

WMCT (TV) FILMS TORNADO

WMCT (TV) Memphis, Tenn., through the aid of airplane transportation and a telephone-equipped station wagon, had film of a tornado which struck 40 miles south of Memphis on the air less than three hours after the tragedy-causing winds hit.

GOVERNMENT EXPLAINED

"OUR GOVERNMENT," a WPTZ (TV) Philadelphia series on the educational program *Operation Blackboard*, is being aired in cooperation with the Philadelphia Board of Education to foster classroom discussion. The material handled on the program is similar to that required by state law for presentation in ninth grade social studies classes.

27 HOURS AT THE PIANO

CHEERS from 4,000 spectators gathered in Donnaconna Hall, Montreal, went up for Paul Gingras Feb. 26 when he set a new record for continuous piano playing. The musician's recital began at 7:30 p.m. on Friday evening and concluded at 10:45 p.m. the following night—a total of 27 hours and 15 minutes at the keyboard. The event was sponsored and broadcast throughout by CKAC Montreal, which asked spectators to make donations to the March of Dimes in lieu of admission.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Andalusia, Ala.—Alabama Educational Tv Commission (WEDM [TV] Munford, WEDB (TV) Birmingham) granted vhf ch. 2 (54-60 mc); ERP 100 kw visual, 60.3 kw aural; antenna height above average terrain 670 ft., above ground 601 ft. Estimated construction cost $166,500, first year operating cost $16,000, revenue none. Post office address % R. D. Hurlburt, 714 Protective Life Bldg., Birmingham. Studio and transmitter location Mervillis Mill Rd., Leon, Ala. Geographic coordinates 31° 34' 33" N. Lat., 86° 23' 47" W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Granted March 9.

St. Louis, Mo.—Signal Hill Telecasting Corp. (WTVI [TV] Belleville, Ill.) granted uhf ch. 36 (602-608 mc); ERP 214 kw visual, 112 kw aural; antenna height above average terrain 590 ft., above ground 592 ft. First year operating cost $480,000, revenue $580,000. Post office address % Harry Tenenbaum, Landreth Building, St. Louis. Studio and transmitter location 6000 Block of Berthod Ave., St. Louis. Geographic coordinates 38° 37' 48" N. Lat., 90° 17' 8.5" W. Long. Transmitter and antenna GE. Legal counsel Roberts & McInnis, Washington, D. C. Consulting engineer George P. Adair Engineering Co., Washington, D. C. Principals include Pres.-Treas. **Paul E. Peltason** (38.9%); Vice Pres. **Harry Tenenbaum** (38.9%); **Bernard T. Wilson** (3.3%), and **Theodore F. Weiskotten** (3.3%). Subject to condition that no operation commence on ch. 36 until CP for ch. 54 WTVI is surrendered. Granted March 9.

APPLICATION

Hattiesburg, Miss.—Dave A. Matison Jr., Harold M. Matison & Milton J. Fine d/b as Lion Tv Co., vhf ch. 9 (186-192 mc); ERP 28.4 kw visual, 14.2 kw aural; antenna height above average terrain 488 ft., above ground 537 ft. Estimated construction cost $185,409, first year operating cost $144,000, revenue $168,000. Post office address % Dave A. Matison Jr., Fine Bros-Matison Co., Hattiesburg. Studio location to be determined. Transmitter location U. S. Hwy 11, approximately 1.2 miles N of Eastabutchie, Miss. Geographic coordinates 31° 27' 12" N. Lat., 89° 17' 05" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Cottone & Scheiner, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include **Dave A. Matison Jr.** (⅓), 28.3% owner WAML Laurel and WABO Waynesboro, Miss.; 50% owner WHXY Bogalusa, La., WHNY McComb, Miss., and WHSY Hattiesburg; **Harold M. Matison** (⅓), 28.3% owner WAML and WABO, and **Milton J. Fine** (⅓), clothing store owner. Filed March 4.

Existing Tv Stations . . .

ACTION BY FCC

KLOR (TV) Portland, Ore.—Oregon Tv Inc. granted STA to operate commercially on ch. 12 until July 24. Granted March 3; announced March 8.

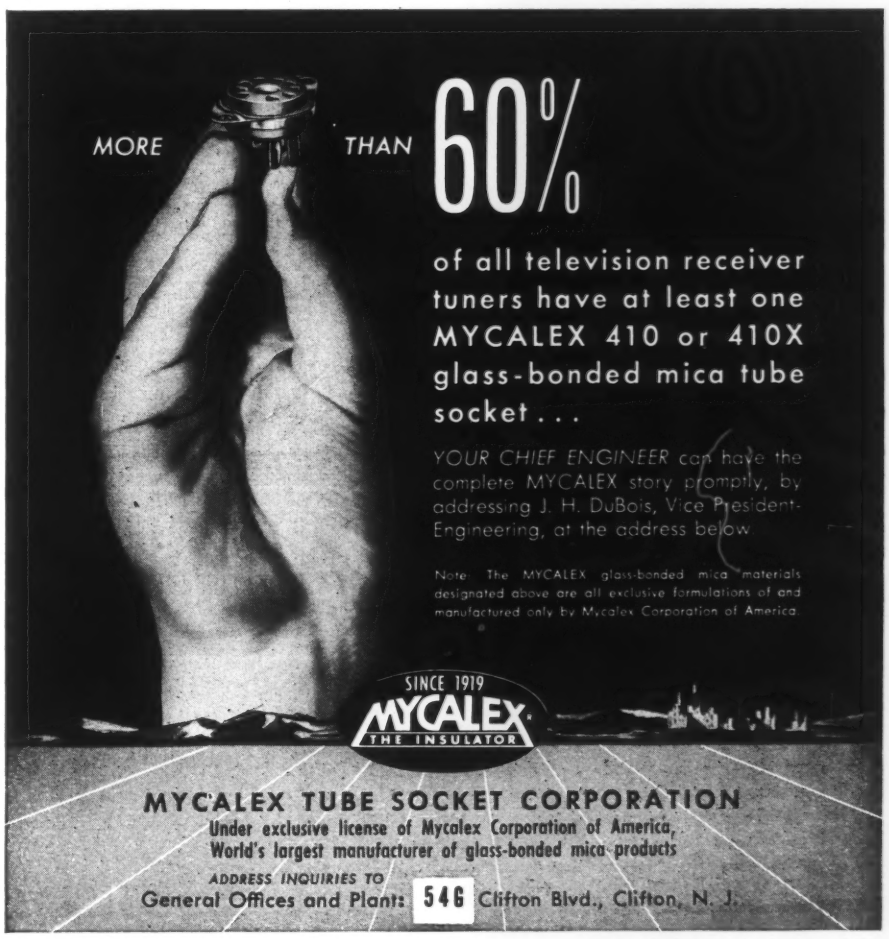
APPLICATIONS

KLIX-TV Twin Falls, Idaho—Southern Idaho Bcstg. & Tv Co. seeks mod. of CP for ch. 11 to change ERP to 29.4 kw visual, 14.7 kw aural; antenna height above average terrain 660 ft. Filed March 8.

KTTS-TV Springfield, Mo.—Independent Bcstg. Co. seeks CP for ch. 10 to change ERP to 102 kw visual, 61 kw aural; change transmitter location to E. Division St. Road, 1 mile E of Springfield city limits; antenna height above average terrain 721 ft. Filed March 4.

KANG-TV Waco, Tex.—Texas Bcstg. Corp. seeks mod. of CP for ch. 34 to change ERP to 16.6 kw visual, 8.3 kw aural; change studio and transmitter location to 4811 Bosque Blvd., Waco; antenna height above average terrain 520 ft. Filed March 7.

WXIX (TV) Milwaukee, Wis.—Columbia Bcstg. System Inc. seeks mod. of CP for ch. 19 to change ERP to 263 kw visual, 143 kw aural; change studio location to 54-45 N. 27th St., Milwaukee; antenna height above average terrain 530 ft. Filed March 7.


MORE THAN 60%
of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube socket . . .
YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. DuBois, Vice President-Engineering, at the address below
Note: The MYCALEX glass-bonded mica materials designated above are all exclusive formulations of and manufactured only by Mycalex Corporation of America.
SINCE 1919
MYCALEX
THE INSULATOR
MYCALEX TUBE SOCKET CORPORATION
Under exclusive license of Mycalex Corporation of America,
World's largest manufacturer of glass-bonded mica products
ADDRESS INQUIRIES TO
General Offices and Plants: 546 Clifton Blvd., Clifton, N. J.

Station Authorizations, Applications

(As Compiled by B • T)

March 3 through March 9

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. **DA**—directional antenna. **ERP**—effective radiated power. **STL**—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Feb. 28, 1955 *

	AM	FM	TV
Licensed (all on air)	2,687	525	130
CPs on air	5	17	†318
CPs not on air	101	11	130
Total on air	2,692	542	448
Total authorized	2,793	553	578
Applications in hearing	137	2	167
New station requests	186	5	17
New station bids in hearing	76	0	151
Facilities change requests	146	7	36
Total applications pending	755	67	222
Licenses deleted in Feb.	0	3	0
CPs deleted in Feb.	1	0	2

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

* * *

Am and Fm Summary through March 2

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,692	2,690	112	174	78
Fm	542	525	28	8	0

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	273	318	593[1]
Educational	17	18	35

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	303	108	411
Noncommercial on air	8	3	11

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	954	337	738	534	1,273[2]
Educational	57		29	28	57[3]
Total	1,011	337	767	562	1,329[4]

[1] One hundred-twenty-seven CPs (26 vhf, 101 uhf) have been deleted.

[2] One applicant did not specify channel.

[3] Includes 35 already granted.

[4] Includes 628 already granted.

New Am Stations . . .

ACTIONS BY FCC

Madison, Ind.—Electronic Laboratories Inc. granted 1270 kc 1 kw daytime, directional. Post office address % Clarence E. Henson, 541 E. Broadway, Louisville, Ky. Electronic Laboratories Inc. is former permittee of WORX at Madison. Granted March. 2.

Albuquerque, N. M.—Grande Bcstg. Co. granted 1430 kc, 500 w daytime. Post office address % Ray King, Box 1172, Yuma, Ariz. Estimated construction cost $11,000, first year operating cost $25,000, revenue $29,000. Principals in equal partnership include **D. W. Schieber,** employe for manufacturer of house trailers, and **W. R. King,** farm director-announcer KYMA Yuma. Granted March 2.

Mayodan, N. C.—G. E. McDaniel granted 1420 kc, 500 w daytime. Post office address Mayodan, N. C. Estimated construction cost $19,995, first year operating cost $25,500, revenue $42,000. Mr. McDaniel is stockholder of WFMB (FM) Mayodan and deals in real estate and furniture. Granted March 3.

APPLICATIONS

Douglas, Ariz.—Henry Alcott, Lysle W. Weeks & John K. Penny d/b as Cochise Bcstg. Co., 1390 kc, 500 w night, 1 kw day. Post office address % Henry Alcott, Box 91. Estimated construction cost $25,842, first year operating cost $42,479, revenue $52,764. Principals include **Henry Alcott** (25%), news director-announcer KAWT Douglas; **Lysle W. Weeks** (37½%), construction, and **John K. Penny** (37½%), tool manufacturer. Filed March 7.

Harlan, Ky.—KY-VA Bcstg. Corp. (WTCW Whitesburg, Ky.), 1280 kc, 1 kw daytime. Post office address Box 398, Whitesburg, Ky. Estimated construction cost $14,967, first year operating cost $30,000, revenue $37,000. Principals include Pres. **Kenneth J. Crosthwait** (97.5%); Vice Pres. **Donald S. Crosthwait** (0.4%), and Sec.-Treas. **Betsy S. Crosthwait.** Filed Feb. 28.

Ridgewood, N. J.—S. Richard Stern & Jimmy S. Stern d/b as Stern Bcstg. Co., 540 kc, 1 kw daytime, directional. Post office address 1160 5th Ave., N. Y. C. Estimated construction cost $68,140, first year operating cost $75,000, revenue $90,000. Principals include **S. Richard Stern** (50%), and **Jimmy S. Stern** (50%), partners in N. Y. public relations consultant firm. Filed March 1.

Spruce Pine, N. C.—Toe River Valley Bcstg. Co., 1470 kc, 1 kw daytime. Post office address % Tom N. Cooper, RFD #1, Box 20-B, Spruce Pine. Estimated construction cost $14,000, first year operating cost $25,000, revenue $30,000. Principals include Pres. **Tom N. Cooper** (41.3%), drive-in theatre owner; Vice Pres. **O. D. Calhoun** (2.7%), motion picture theatre manager; Sec.-Treas. **Baxter D. Johnson** (2.7%), electrical contracting; **Joe B. Cooper** (11%), and 21 other stockholders, none holding more than 3% interest. Filed March 2.

Existing Am Stations . . .

ACTIONS BY FCC

WDVH Gainesville, Fla.—The Decatur Bcstg. Co. granted CP to change from directional antenna daytime to nondirectional operation day, operating on 980 kc with 5 kw. Granted March 2.

WLOA Braddock, Pa.—Matta Bcstg. Co. granted request for waiver of sec. 3.71 of FCC rules after 6 p.m. for period April 15 to Oct. 1. Granted March 1; announced March. 8.

STATION DELETED

WAMY Amory, Miss.—Charles C. Boren Jr. FCC deleted CP for existing am station on 1580 kc 5 kw day at request of permittee. Deleted March 9.

APPLICATIONS

WGBA Columbus, Ga.—WGBA Inc. seeks CP to change from 1 kw to 5 kw daytime on 1270 kc. Filed March. 7.

WHLN Harlan, Ky.—Blanfox Radio Co. seeks CP to change from 1230 kc 250 w unlimited to 1280 kc 1 kw daytime. Filed March 2.

WSMB New Orleans, La.—WSMB Inc. seeks CP to change from 5 kw to 10 kw on 1350 kc. Filed March 1.

Existing Fm Stations . . .

ACTION BY FCC

WUOM (FM) Ann Arbor, Mich.—U. of Mich. granted mod. of CP to change ERP to 115 kw; antenna height above average terrain 440 ft. Granted March 1; announced March 8.

Ownership Changes . . .

ACTIONS BY FCC

KWG Stockton, Calif.—McClatchy Bcstg. Co. granted voluntary assignment of license to James E. Longe and Lewis B. Saslaw d/b as Delta Bcstg. Co. for $75,000. Principals include **James E. Longe** (½), program director KWG, and **Lewis B. Saslaw** (½), physician. Granted March 9.

KMBY Monterey, Calif.—Salinas Valley Bcstg. Corp. granted assignment of license to Frederick A. Gwynn for $70,000. Mr. Gwynn is NBC Los Angeles engineer. Granted March 2.

WILO Frankfort, Ind.—Radio Frankfort granted assignment of license to Lake Erie Radio & Tv Corp. for $40,000. Principals include equal partners **Theodore M. Nelson** and **David S. Gifford,** formerly associated with WIRO Ironton, Ohio. Granted March 2.

KTIV (TV) Sioux City, Iowa—KCOM Bcstg. Co. granted relinquishment of positive control by Dietrich Dirks through acquisition of 50% interest by Perkins Brothers Co., operators of KSCJ there, pursuant to merger agreement for the ch. 4 facility. Granted March 9.

WEHT (TV) Henderson, Ky.—Ohio Valley Tv Co. granted voluntary assignment acquisition of positive control by Malco Theatres Inc. through purchase of 6,000 shares of class A stock from Citizens Theatre Co. and J. A. Ballard for $6,000. Granted March 2; announced March 8.

WBLE Batesville, Miss.—Harold B. McCarley, Travis A. Palmer & Harriet K. Hartness d/b as Panola Bcstg. Co. granted voluntary assignment of license to Harold B. McCarley, Robert H. Collins & Harriet K. Hartness d/b as Panola Bcstg. Co. Travis A. Palmer sells his ⅓ interest for $9,000. Principals will now include **Harold B. McCarley** (50%), **Robert H. Collins** (⅓), lumber manufacturer, and **Harriet K. Hartness** (⅓). Granted March 9.

KENO Las Vegas, Nev.—Maxwell Kelch & Laura Belle Kelch d/b as Nevada Bcstg. Co. granted voluntary assignment of license to Nevada Bcstg. Co. for $80,000. Principals include Pres. **E. Oncken** (37.5%), news editor KENO and managing editor *Las Vegas Sun;* Vice Pres. **Ralph O. Dow** (25%), chief engineer KENO, and **Merl Sage** (37.5%), commercial manager KENO. Granted March 9.

WLIK Newport, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. granted assignment of license to WLIK Inc. No consideration involved as transfer is from sole proprietorship to corporation. Granted March 4, announced March 8.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION
STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

KENN Kenedy, Tex.—Charles F. Harris, Stanley F. Nelson & Charles W. Bathrope d/b as Kenedy Bcstg. Co. granted assignment of license to Charles W. Bathrope for $2,216 plus all expenses for getting station on the air. Mr. Bathrope is pres.-94% owner KITE San Antonio, 50% owner KANN Sinton, and 4% owner KDUB-AM-TV Lubbock, all Texas. Granted March 9.

KSIJ Gladewater, Tex.—Gladewater Bcstg. Co. granted assignment of license to Helen Lee and C. A. Lee, executors of the estate of T. W. Lee, deceased. Granted March 2; announced March 8.

WTOV-TV Norfolk, Va.—Commonwealth Bcstg. Corp. granted assignment of CP to Tim Brite Inc. for $17,500 plus assumption of notes due RCA for $83,000 and $15,000 for equipment and real estate purchased from WAVY Portsmouth, Va. Tim Brite Inc., Hyattsville, Md., advertising agency, is owned by **Temus R. Bright** (95.3%), and his wife **Anna C. Bright** (4.7%). Granted March 9.

WWOD-AM-FM Lynchburg, Va.—Old Dominion Bcstg. Corp. granted assignment of license to Roanoke Independent Bcstrs. Inc. for $75,000. Sole owner is Cy N. Bahakel, owner of WABG Greenwood, Miss.; WKIN Kingsport, Tenn.; WKOZ Kosciusko, Miss., and WPLH Huntington, W. Va., and applicant for new am station at Chattanooga, Tenn. Granted March 2.

WDSM-TV Superior, Wis.—WDSM Tv Co. granted assignment of CP to parent company Northwest Publications Inc. Granted Feb. 28; announced March 8.

WTVW (TV) Milwaukee, Wis.—Milwaukee Area Telecasting Corp. granted assignment of CP to The Hearst Corp. for $2 million. Hearst owns WBAL-AM-TV Baltimore, WISN Milwaukee, and WCAE Pittsburgh, and numerous newspapers. Grant is subject to any action taken by D. C. Court of Appeals. Granted March 2.

WEMP Milwaukee, Wis.—Milwaukee Bcstg. Co. granted voluntary assignment of license to Foster & Assoc. Inc. for $200,000. Principals include R. R. **McLendon** (16%); Pres. **James H. Foster** (30%), president of vitamin and chemical company; Vice Pres. **Gordon B. McLendon** (10%); Vice Pres. **C. S. (Bill) Weaver** (10%), and Sec.-Treas. **Dorothy Manning** (5%). The McLendons own KLIF-AM-TV Dallas, KELP-AM-TV El Paso and sale was contingent on FCC approval to purchase of WCAN Milwaukee facilities. Granted March 2.

WCAN Milwaukee, Wis.—Midwest Bcstg. Co. granted assignment of license to WEMP there for $250,000. Principals include Pres. **Andrew M. Spheeris** (13%); Vice Pres. **Hugh K. Boise Jr.** (10%); Sec. **John E. Roe** (2½%); Treas. **S. C. Cleaveland** (5%); **John Gagliano** (10%), and *Minn. Tribune* (25.4%). Sale was contingent on sale of WEMP facilities. Granted March 2.

APPLICATIONS

KGRH Fayetteville, Ark.—Fayetteville Bcstg. Co. seeks voluntary transfer of control to Hal Douglas through sale of 252 shares of stock for $25,200. Mr. Douglas is executive vice president of KGRH. Filed March 7.

KBTV (TV) Denver, Colo.—Colorado Tv Corp. seeks assignment of CP to Tv Denver Inc. for $900,000. Principals include Pres. **John C. Mullins** (50%), general investments and real estate, and **Frank R. Leu** (50%), owner of Homeland Ins. Co., Nashville, and holds other insurance company interests. Filed March 1.

WBOY Tarpon Springs, Fla.—WBOY Inc. seeks voluntary assignment of license to Freede-Miller Bcstg. Co. for $76,000. Principals include Pres. **Hal M. Freede** (48%), organist; Treas. **Justin McCarthy Miller Jr.** (48%), commercial manager of WSPB Sarasota, Fla.; Sec. **Beatrice A. Freede** (2%), and Vice Pres. **Margaret G. Miller** (2%). Filed March 7.

KDLM Detroit Lakes, Minn.—Detroit Lakes Bcstg. Corp. seeks voluntary transfer of control to Garfield L. Fox and Lester N. Dale through sale of all stock for $30,400. Principals include **Garfield L. Fox** (50%), former ⅓ owner of KROX Crookston, Minn., and **Lester N. Dale** (50%), physician. Filed March 2.

KVSF Santa Fe, N. M.—Santa Fe Bcstg. Co. seeks voluntary assignment of license to parent company New Mexico Bcstg. Co. Filed March 7.

KPLK Dallas, Ore.—Edward C. McElroy Jr. & Leland M. Tucker d/b as Polk County Bcstrs. seek voluntary assignment of CP to Polk County Bcstrs. No consideration is involved as transfer is from partnership to corporation with partners retaining identical interests. Filed Feb. 28.

WAGS Bishopville, S. C.—H. L. Ginsberg, A. Ray Godshall, James B. Jefferies, Claude W. Smith, Helen F. Smith & Gladys A. Johnston d/b as Lee County Bcstg. Co. seek voluntary assignment of license to James F. Coggins & Edward L. B. Osborne for $38,000. Principals include **James F. Coogins** (50%), owner of WKOK Newberry, S. C., and vice pres.-51% owner WBCU Union, S. C., and **Edward L. B. Osborne** (50%), pres.-49% owner WBCU. Filed March 1.

WLBG Laurens, S. C.—WLBG Inc. seeks voluntary assignment of license to Scotland Bcstg. Co., for $21,393. Scotland Bcstg. is operator of WEWO-AM-FM Laurinburg, N. C. Principals include Pres. **Edwin Pate** (26%); Vice Pres. **Wade S. Dunbor** (8.6%); Sec.-Treas. **J. R. Dalrymple** (13%), and six others each holding 8.9% interest. Filed Feb. 28.

KVET Austin, Tex.—Austin Bcstg. Co. seeks voluntary transfer of control to Willard Deason through purchase of 223 shares for $44,600. Mr. Deason, vice pres.-general manager of KVET, will now own approximately 95% interest. Filed Feb. 28.

KYOK Houston, Tex.—KYOK Inc. seeks voluntar relinquishment of negative control by both Jules J. Paglin and Stanley W. Ray Jr. through sale of 14.3% interest to 4 station employes. Principals will now include **Jules J. Paglin** (42.8%); **Stanley Ray Jr.** (42.8%); **Edward J. Prendergast** (6.4%); **Frederick D. Schwarz** (2.5%); **Thomas A. Gresham** (3.5%) and **Ray K. Rhodes** (1.7%). Filed March 4.

KERV Kerrville, Tex.—Kerrville Bcstg. Co. seeks voluntary transfer of 25% of stock from estate of Charles V. Peterson, deceased, to Hal and Charlie Peterson Foundation. Filed March 7.

WAFC Staunton, Va.—Lloyd Cochenour, Willard F. Gance & Charles E. Heatwole d/b as American Home Bcstg. Co. seek voluntary assignment of license to American Home Bcstg. Corp. No consideration involved as partners retain identical interests. Filed Feb. 28.

WTAP (TV) Parkersburg, W. Va.—W. Va. Enterprises Inc. seeks assignment of CP to The Zanesville Publishing Co. for $124,600. Zanesville Pub. Co. owns 63% of WHIZ-AM-TV Zanesville, Ohio. Principals include Pres. **Clay Littick** (87.5%); Vice Pres. **Arthur S. Littick** (3.3%), and Sec.-Treas. **William O. Littick** (9.2%). Filed March 4.

WETZ New Martinsville, W. Va.—Magnolia Bcstg. Co. seeks voluntary transfer of control from J. Patrick Beacom to Harry G. Bright through sale of 90% interest for $20,400. Mr. Bright is field representative for Sesac Inc. Mr. Beacom retains 10% interest. Filed March 2.

WLCK La Crosse, Wis.—Ottumwa Telecasting Corp. seeks voluntary assignment of license from Iowa corp. to Wisconsin corporation Phillippe Bcstg. Corp. No consideration involved as principals retain identical interests. Filed March 7.

Hearing Cases . . .

INITIAL DECISIONS

WWBZ Vineland, N. J.—FCC Hearing Examiner James D. Cunningham issued initial decision looking toward denial of the application of Community Bcstg. Service Inc., for renewal of license of station WWBZ Vineland, N. J. Action March 7.

OTHER ACTIONS

Corrections to Transcripts—By separate Orders the Commission granted petitions to make editorial corrections in the transcripts of oral arguments in the Wichita, Kan., ch. 3, Fresno, Calif., ch. 12 (Dockets 9050 et al.), Chattanooga, Tenn., ch. 3, and Corpus Christi, Tex., ch. 6 tv proceedings. Action March 3.

Fm Allocation—FCC proposed to amend allocation plan for class B fm stations to add ch. 250 to Mountain Park, N. M. Comments may be filed on or before April 1. Action March 2.

WFEA Manchester, N. H.—FCC denied complaint Union Leader Corp. requesting FCC Institute revocation proceedings against Public Information Inc., licensee of WFEA. Action March 9.

KGUL-TV Galveston, Tex.—By Order the Commission denied petition filed by Gulf Television Co., requesting the Commission to direct the examiner to proceed to Houston and Galveston, Tex., to take testimony of such further witnesses as are contemplated by Commission Order of Oct. 27 last relative to the taking of certain depositions in proceeding on application to modify the construction permit of KGUL-TV Galveston. Action March 4.

KAMQ Amarillo, Tex.—On petition for reconsideration filed by Top of Texas Broadcasting Co., the Commission, by Order removed from hearings and granted application to increase daytime power of station KAMQ Amarillo, Tex., from 1 kw to 5 kw, DA day and night, with present frequency 1010 kc, 500 w night; engineering conditions. Action March 3.

Routine Roundup . . .

March 3 Decisions

BROADCAST ACTIONS

By the Commission en banc
McFarland Letter

WSTV-TV Steubenville, Ohio, WSTV Inc.—Is being advised that applications for mod. of CP (BMPCT-2621) to change location of station (ch. 9) to Florence, Pa., and to make equipment changes accordingly, and for assignment of permit (BAPCT-128) to Columbia Bcstg. System Inc., indicate necessity of a hearing. Comr. Bartley issued the following concurring statement: "I concur, but I would include in the '309(b) letter' an inquiry with respect to what effect this transfer would have on competition, and whether such effect would be beneficial or detrimental to the public interest. In the absence of a showing in this connection, I will be unable to make the necessary statutory finding that this transfer will be in the public interest."

March 4 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster on March 2

St. Joseph, Mo., Broadcast Group Inc.—Granted petition for an extension of time until March 10 within which to file a reply to the petitions of stations KFKU and WREN for an investigation of the qualifications of Peter T. Scott and for other relief in proceeding re (Docket 11147; BP-9264).

Knoxville, Tenn., Radio Station WBIR Inc.—Granted petition for an extension of time to April 4 in which to file replies to exceptions to initial decision in re tv ch. 10 (Dockets 10512 et al.).

By Hearing Examiner William G. Butts on March 2

Paducah, Ky.—Granted motion for an extension of time from March 4 to March 7 in which to file adverse proposed findings in re applications for ch. 6 (Dockets 10875-76), and the replies to such proposed findings shall be filed not later than March 14.

GATES

Your One Source For All Broadcasting Equipment

THESE OFFICES TO SERVE YOU

• Quincy, Illinois	123 Hampshire Street	Baldwin 2-8202
• New York City	51 East 42nd Street	Murray Hill 7-7971
• Washington, D.C.	13th & E Streets, N. W.	Metropolitan 8-0522
• Houston, Texas	2700 Polk Avenue	Atwood 8536
• Los Angeles, Calif.	7501 Sunset Blvd.	Hollywood 2-6351
• Atlanta, Georgia	1133 Spring St., N. W.	Elgin 0369
• New York, International Div.	13 East 40th Street	Murray Hill 9-0200
• Montreal, Quebec, Canada	Canadian Marconi Co.	Regent 8-9441

By Hearing Examiner Annie Neal Huntting

Issued a first statement concerning prehearing conferences and order which shall govern the course of the proceedings in re applications of Border Bcstrs. Inc. (KVOZ), Laredo, Tex., et al. (Dockets 11119-21) (Action taken March 2).

KVOZ Laredo, Tex., Border Bcstrs. Inc.—Rescheduled hearing in am proceeding (Dockets 11119-21) for April 29. Also denied motion of KVOZ for leave to file late appearance in this proceeding (Actions of March 1).

By Hearing Examiner Fanney N. Litvin on March 1

WOPA Oak Park, Ill., Village Bcstg. Co.—Ordered that the prehearing conference and the hearing in re am facilities (Docket 11163), now scheduled respectively for March 1 and March 15 be continued without date until further order of the examiner.

By Hearing Examiner Hugh B. Hutchison on March 2

Gave notice of a prehearing conference to be held on March 11 in re applications of El Mundo Inc. et al. for ch. 3 in Mayaguez, P. R. (Rockets 11287-89).

March 4 Applications

ACCEPTED FOR FILING

License for CP

WVAM Altoona, Pa., The General Bcstg. Corp.—License to cover CP (BP-9394) which authorized change from employing directional antenna (DA-2) to directional antenna night use only (DA-N) (BL-5633).

WPLH Huntington, W. Va., Huntington Bcstg. Corp.—License to cover CP (BP-9472) which authorized change frequency; increase power; change hours of operation; install a new transmitter and change transmitter location (BL-5631).

Renewal of License

WLCS Baton Rouge, La., Air-Waves Inc.—(BR-1358).

WJXN Jackson, Miss., Jackson Bcstg. Co.—(BR-1212).

Remote Control

WJLB Detroit, Mich., Booth Radio and Television Stations Inc.—(BRC-673).

WBRI (FM) Detroit, Mich., Booth Radio & Television Stations Inc.—(BRCH-127).

APPLICATION RETURNED

WSMB New Orleans, La., WSMB Inc.—CP to increase daytime power from 5 kw to 10 kw and change type transmitter.

License for CP

WBRE-FM Wilkes-Barre, Pa., Louis G. Baltimore—License to cover CP (BPH-1986) which authorized changes in licensed station (BLH-1036).

KWGS (FM) Tulsa, Okla., The U. of Tulsa—License to cover CP (BPED-260) which authorized changes in licensed station (BLED-168).

Modification of CP

WKNB-TV New Britain, Conn., The New Britain Bcstg. Co.—Mod. of CP (BPCT-870) as mod. which authorized new tv station to extend completion date to 7-15-55 (BMPCT-2902).

WLWA (TV) Atlanta, Ga., Crosley Bcstg. of Atlanta Inc.—Mod. of CP (BPCT-927) as mod. which authorized changes in facilities of existing tv station to extend completion date to 3-10-56 (BMPCT-2907).

National Advertisers

When Shopping for **BIG RETURNS** in the Maritimes, your best **"MARKET BASKET"** is CHNS . . . Ask

JOS. WEED & CO.
579 Fifth Ave., New York

They also know about our new
5000-WATT TRANSMITTER
HALIFAX NOVA SCOTIA

CHNS

HALIFAX NOVA SCOTIA

WHFC-TV Chicago, Ill., WHFC Inc.—Mod. of CP (BPCT-1343) as mod. which authorized new tv station to extend completion date to 9-7-55 (BMPCT-2899).

WATV (TV) Newark, N. J., Bremer Bcstg. Corp.—Mod. of CP (BPCT-57) as mod. which authorized new tv station to extend completion date to 6-15-55 (BMPCT-2912).

WHCU-TV Ithaca, N. Y., Cornell U.—Mod. of CP (BPCT-534) as mod. which authorized new tv station to extend completion date to 9-7-55 (BMPCT-2901).

WQMC (TV) Charlotte, N. C., WAYS-TV Inc.—Mod. of CP (BPCT-344) as mod. which authorized new tv station to change corporate name to WQMC Television Inc. (BMPCT-2886).

WTOB-TV Winston-Salem, N. C., Winston-Salem Bcstg. Co.—Mod. of CP (BPCT-1497) as mod. which authorized new tv station to extend completion date to 9-3-55 (BMPCT-2896).

KFYR-TV Bismarck, N. D., Meyer Bcstg. Co.—Mod. of CP (BPCT-1516) as mod. which authorized new tv station to extend completion date to 7-4-55 (BMPCT-2893).

KBES-TV Medford, Ore., Southern Ore. Bcstg. Co.—Mod. of CP (BPCT-1294) as mod. which authorized new tv station to extend completion date (BMPCT-2894).

KVDO-TV Corpus Christi, Tex., Coastal Bend Television Co.—Mod. of CP (BPCT-1066) as mod. which authorized new tv station to extend completion date to 9-6-55 (BMPCT-2895).

KRGV-TV Weslaco, Tex., KRGV Television Inc.—Mod. of CP (BPCT-1678) as mod. which authorized new tv station to extend completion date to 9-15-55 (BMPCT-2909).

WTOV-TV Norfolk, Va., Commonwealth Bcstg. Corp.—Mod. of CP (BPCT-460) as mod. which authorized new tv station to extend completion date (BMPCT-2892).

WLTV (TV) Wheeling, W. Va., Albert S. Polan, E. G. Polan, Lincoln M. Polan, Charles M. Polan & Lake Polan Jr., a partnership d/b as Polan Industries—Mod. of CP (BPCT-1048) as mod. which authorized new tv station to extend completion date to 9-11-55 (BMPCT-2904).

March 7 Applications

ACCEPTED FOR FILING

License for CP

KLMR Lamar, Colo., The Southeast Colorado Bcstg. Co.—License to cover CP (BP-7783) as mod. which authorized change in frequency; increase power, install new transmitter and directional antenna night (DA-N) (BL-5635).

Renewal of License

WMFC Monroeville, Ala., Monroe Bcstg. Co.—(BR-2712).

WOZK Ozark, Ala., Ozark Bcstg. Corp.—(BR-2820).

KGRH Fayetteville, Ark., Fayetteville Bcstg. Co.—(BR-1368).

KBTM Jonesboro, Ark., Regional Bcstg. Co.—(BR-776).

KGHI Little Rock, Ark., KGHI Bcstg. Service—(BR-729).

KOTN Pine Bluff, Ark., Universal Bcstg. Corp.—(BR-824).

KWAK Stuttgart, Ark., Stuttgart Bcstg. Corp.—(BR-2085).

WAYX Waycross, Ga., Jack Williams—(BR-837).

KEUN Eunice, La., Tri-Parish Bcstg. Co.—(BR-2753).

KNOE Monroe, La., James A. Noe—(BR-1203).

KENT Shreveport, La., Frank H. Ford—(BR-1774).

KRMD Shreveport, La., Radio Station KRMD—(BR-451).

KWKH Shreveport, La., International Bcstg. Corp.—(BR-452).

Modification of CP

WWTV (TV) Cadillac, Mich., Sparton Bcstg. Co.—Mod. of CP (BPCT-1634) as mod. which authorized new tv station to extend completion date (BMPCT-2911).

WCBI-TV Columbus, Miss., Birney Imes Jr.—Mod. of CP (BPCT-1868) which authorized new tv station to extend completion date (BMPCT-2897).

KHQA-TV Hannibal, Mo., Lee Bcstg. Inc.—Mod. of CP (BPCT-760) as mod. which authorized new tv station to extend completion date to 9-24-55 (BMPCT-2910).

KDRO-TV Sedalia, Mo., Milton J. Hinlein—Mod. of CP (BPCT-1550 as mod. which authorized new tv station to extend completion date to 6-8-55 (BMPCT-2913).

KZTV (TV) Reno, Nev., Nevada Radio-Television Inc.—Mod. of CP (BPCT-1174) as mod. which authorized new tv station to extend completion date to 9-16-55 (BMPCT-2919).

KOB-TV Albuquerque, N. M., Albuquerque Bcstg. Co.—Mod. of CP (BPCT-1693) as mod. which authorized changes in facilities of existing tv station to extend completion date to 7-2-55 (BMPCT-2900).

WBUF-TV Buffalo, N. Y., WBUF Inc.—Mod. of CP (BPCT-1348) as mod. which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2898).

WABC-TV New York, N. Y., American Bcstg.-Paramount Theatres Inc.—Mod. of CP (BPCT-79) as mod. which authorized new tv station to extend completion date (BMPCT-2905).

WKRC-TV Cincinnati, Ohio, Radio Cincinnati Inc.—Mod. of CP (BPCT-905) as mod. which authorized changes in facilities of existing tv station to extend completion date to 7-10-55 (BMPCT-2916).

KSLM-TV Salem, Ore., Oregon Radio Inc.—Mod. of CP (BPCT-1898) which replaced BPCT-1180 which authorized new tv station to extend completion date to 10-1-55 (BMPCT-2903).

WQCY (TV) Allentown, Pa., Queen City Television Co.—Mod. of CP (BPCT-1001) as mod. which authorized new tv station to extend completion date to 9-10-55 (BMPCT-2915).

WWLA (TV) Lancaster, Pa., Harold C. Burke—Mod. of CP (BPCT-1670) as mod. which authorized new tv station to extend completion date to 9-15-55 (BMPCT-2918).

KBST-TV Big Spring, Tex., Big Spring Bcstg. Co.—Mod. of CP (BPCT-1749) which authorized new tv station to extend completion date to 8-1-55 (BMPCT-2920).

WLVA-TV Lynchburg, Va., Lynchburg Bcstg.—Mod. of CP (BPCT-1864) as mod. which authorized changes in facilities of existing tv station to extend completion date (BMPCT-2914).

KQED (TV) Berkeley, Calif., Bay Area Educational Television Assn.—Mod. of CP (BPET-8) as mod. which authorized new educational tv station to extend completion date to 9-22-55 (BMPET-65).

KOED-TV Tulsa, Okla., The Oklahoma Educational Television Authority—Mod. of CP (BPET-51) which authorized new educational tv station to extend completion date to 9-21-55 (BMPET-66).

March 8 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner Herbert Sharfman on March 7

Chief Broadcast Bureau—Granted request for extension of time from March 7 to March 10 in which to file response to motion for decision filed by Dispatch Inc., Erie, Pa. (Docket 11048), and ordered oral argument on motion and response scheduled for March 16.

Erie, Pa., Dispatch Inc.—Issued a Memorandum of Ruling stating: "At page 5352 of the transcript of Feb. 24, the Hearing Examiner denied the motion to reconsider ruling filed by the Broadcast Bureau on Feb. 23," re (Docket 11048).

By Hearing Examiner Isadore A. Honig on March 4

Omaha, Neb., KFAB Bcstg. Co.; Herald Corp.—Granted joint motion to correct the transcript in re applications for ch. 7 (Dockets 9009, 10909), to the extent proposed in said motion. Dismissed as moot separate motions of applicants to correct the transcript.

BROADCAST ACTIONS

By the Broadcast Bureau Actions of March 4

Granted License

WNER Live Oak, Fla., Norman O. Protsman—Granted license covering change in facilities, hours of operation, installation of a new transmitter and changes in antenna system; 1390 kc, 1 kw, D (BL-5627).

WFMZ Allentown, Pa., Penn-Allen Bcstg. Co.—Granted license covering change in fm station; ch. 264 (100.7 mc); 4.8 kw, U (BLH-1031).

Remote Control

KOLR Sterling, Colo., High Plains Bcstg. Corp.—Granted authority to operate transmitter by remote control.

Modification of CP

The following were granted extension of completion dates as shown: WBUF-TV Buffalo, N. Y., to 9-17-55; WHFC-TV Chicago, Ill., to 9-7-55; KBES-TV Medford, Ore., to 9-4-55; WWTV (TV) Cadillac, Mich., to 9-8-55; KSLM-TV Salem, Ore., to 9-27-55; WLTV (TV) Wheeling, W. Va., to 9-11-55; WQCY (TV) Allentown, Pa., to 9-10-55; WKRC-TV Cincinnati to 9-10-55; KDRO-TV Sedalia, Mo., to 9-8-55; WCBI-TV Columbus, Mo., to 9-28-55; KRGV-TV Weslaco, Tex., to 9-15-55; KHQA-TV Hannibal, Mo., to 9-24-55; KVDO-TV

TAPE DUPLICATION

Unrivalled capacity, fast complete service—Multiple destination mailings. Experienced engineers—Ampex installations assure quality.

RECORDED PUBLICATIONS LABS.
1558-70 Pierce Avenue Camden, N. J.
Cam.: WO 3-3000 • Phila.: WA 2-4649

Corpus Christi, Tex., to 9-6-55; WHCU-TV Ithaca, N. Y., to 9-7-55; WLWA (TV) Atlanta, Ga., to 9-10-55; WABC-TV New York, to 9-7-55; WATV (TV) Newark, N. J., to 9-15-55; KOB-TV Albuquerque, N. M., to 9-17-55; WNRG Grundy, Va., to 6-1-55.

Actions of March 3

Remote Control

The following stations were granted authority to operate transmitters by remote control: WJLB Detroit, Mich.; WBRI Detroit, Mich.

Granted License

WIAN (FM) Indianapolis, Ind., The Board of School Commissioners of the City of Indianapolis—Granted license for noncommercial educational fm broadcast station; ch. 211 (90.1 mc) 120 w, U (BLED-165).

WBAP-FM Fort Worth, Tex., Carter Publications Inc.—Granted license covering changes in fm station (BLH-1033).

Modification of CP

WQMC (TV) Charlotte, N. C., WAYS-TV Inc.—Granted mod. of CP to change corporate name to WQMC Television Inc. (BMPCT-2886).

The following stations were granted extensions of completion dates as shown: WTOB-TV Winston-Salem, N. C., to 9-3-55; KFYR-TV Bismarck, N. D., to 9-4-55; WSYD Mount Airy, N. C., to 8-13-55.

Actions of March 2

Remote Control

The following stations were granted authority to operate transmitters by remote control: KCIJ Shreveport, La.; WKBH La Crosse, Wis., while using nondirectional antenna; WKCT Bowling Green, Ky., while using nondirectional antenna; WCCP Savannah, Ga.

Modification of CP

The following stations were granted extensions of completion dates as shown: WJBK-TV Detroit, to 9-2-55; WICC-TV Bridgeport, Conn., to 9-2-55; WNEX-TV Macon, Ga., to 9-3-55; WBNS-TV Columbus, Ohio, to 9-2-55; KGBT-TV Harlingen, Tex., to 9-2-55; WPRO-FM Providence, R. I., to 6-1-55.

Actions of March 1

Granted License

WAMW Washington, Ind., Washington Radio Inc.—Granted license for am broadcast station; 1580 kc, 250 w, D (BL-5612).

WHOA San Juan, P. R., Continental Bcstg. Corp.—Granted license for am broadcast station; 1400 kc, 250 w, U (BL-5506).

Modification of CP

WDBO Orlando, Fla., Orlando Bcstg. Co.—Granted extension of completion date to 4-26-55.

Actions of February 28

Remote Control

The following stations were granted authority to operate transmitters by remote control: KDEF Albuquerque, N. M.; WNAU New Albany, Miss.; WCBT Roanoke Rapids, N. C.; WCPS Tarboro, N. C.; WMRF Lewistown, Pa.; KPLC Lake Charles, La.; KMHT Marshall, Tex.; WMOR Morehead, Ky.; WJOT Lake City, S. C.

Granted License

WBMA Beaufort, N. C., Richard Ray Cummins—Granted license for am broadcast station; 1400 kc, 250 w, U; condition (BL-5541).

WRUM Rumford, Maine, Rumford Bcstg. Co.—Granted license covering change in facilities, hours of operation, installation of new transmitter and change in transmitter and studio locations; 790 kc, 1 kw, D (BL-5628).

KPOJ-FM Portland, Ore., KPOJ Inc.—Granted license for fm broadcast station (BLH-1032).

Modification of CP

The following were granted extensions of completion dates as shown: KFIA (TV) Anchorage, Alaska, to 9-1-55; WBCK-TV Battle Creek, Mich., to 9-1-55.

Remote Control

KOIR Sterling, Colo., High Plains Bcstg. Corp.—(BRC-674).

KNET Palestine, Tex., Palestine Bcstg. Corp.—(BRC-675).

APPLICATION RETURNED

KLLL Lubbock, Tex., Radio Station KLLL Inc.—CP to increase power from 500 w to 1 kw.

Renewal of License

KAGH Crossett, Ark., Julian Haas—(BR-2607).

KFSA-FM Fort Smith, Ark., Southwestern Radio & Television Co.—(BRH-584).

KUOA-FM Siloam Springs, Ark., KUOA Inc.—(BRH-189).

WBRL (FM) Baton Rouge, La., Baton Rouge Bcstg. Co.—(BRH-11).

WLCS-FM Baton Rouge, La., Air Waves Inc.—(BRH-680).

KVOL-FM Lafayette, La., Evangeline Bcstg. Co.—(BRH-341).

KMLB-FM Monroe, La., Liners Bcstg. Station Inc.—(BRH-568).

WWMT (FM) New Orleans, La., Fidelity Bcstg. Inc.—(BRH-741).

KTBS-FM Shreveport, La., KTBS Inc.—(BRH-716).

WGCM-FM Gulfport, Miss., Hugh O. Jones, tr/as WGCM Bcstg. Co.—(BRH-333).

WJDX-FM Jackson, Miss., Lamar Life Insurance Co.—(BRH-400).

Modification of CP

WOI-TV Ames, Iowa, Iowa State College of Agriculture and Mechanic Arts—Mod. of CP (BPCT-974) as mod. which authorized changes in facilities of existing tv station to extend completion date to 6-11-55 (BMPCT-2938).

KLFY-TV Lafayette, La., Camellia Bcstg. Co.—Mod. of CP (BPCT-1167) as mod. which authorized new tv station to extend completion date to 9-24-55 (BMPCT-2923).

WFMY-TV Greensboro, N. C., Greensboro News Co.—Mod. of CP (BPCT-750) as mod. which authorized changes in facilities of existing tv station to extend completion date to 9-22-55 (BMPCT-2922).

KWTV (TV) Oklahoma City, Okla., Oklahoma Television Corp.—Mod. of CP (BPCT-768) as mod. which authorized new tv station to extend completion date to 6-1-55 (BMPCT-2921).

License for CP

WIBW-TV Topeka, Kan., Topeka Bcstg. Assn. Inc.—License to cover CP (BPCT-371) as mod. which authorized new tv station (BLCT-287).

March 8 Applications

ACCEPTED FOR FILING

WGVM Greenville, Miss., Cotton Belt Bcstg. Corp. of Miss.—Modification of license to change name of licensee to Mid-America Bcstg. Co. Inc. (1260 kc) (BML-1619).

Renewal of License

KVOM Morrilton, Ark., Morrilton Bcstg. Co.—(BR-2300).

WMTM Moultrie, Ga., Colquitt Bcstg. Co.—(BR-2896).

WGVM Greenville, Miss., Cotton Belt Bcstg. Corp. of Miss.—(BR-2248).

WROB West Point, Miss., Bob McRaney Sr.—(BR-1652).

APPLICATIONS RETURNED

KRLW Walnut Ridge, Ark., Southern Baptist College—(Name incorrect & signed by gen. mgr.).

KWRF Warren, Ark., Pines Bcstg. Co.—(Signed by general manager).

Modification of CP

KTVA (TV) Anchorage, Alaska, Northern Television Inc.—Mod. of CP (BPCT-1706) as mod., which authorized new tv station to extend completion date to 6-29-55 (BMPCT-2930).

KEYT (TV) Santa Barbara, Calif., Santa Barbara Bcstg. and Television Corp.—Mod. of CP (BPCT-1122) as mod., which authorized new tv station to extend completion date (BMPCT-2927).

WGN-TV Chicago, Ill., WGN Inc.—Mod. of CP (BMPCT-723) as mod. which authorized changes in facilities of existing tv station to extend completion date to 9-27-55 (BMPCT-2937).

WOPT (TV) Chicago, Ill., WOPA Inc.—Mod. of CP (BPCT-1820) as mod., which authorized new tv station to extend completion date to 10-10-55 (BMPCT-2943).

WGEM-TV Quincy, Ill., Quincy Bcstg. Co.—Mod. of CP (BPCT-776) as mod., which authorized new tv station to extend completion date to June 1955 (BMPCT-2924).

WREX-TV Rockford, Ill., Greater Rockford Television Inc.—Mod. of CP (BPCT-1050) as mod., which authorized new tv station to extend completion date to 9-15-55 (BMPCT-2908).

WRAY-TV Princeton, Ind., Southern Indiana Tele-casting Inc.—Mod. of CP (BPCT-1563) as mod., which authorized new tv station to extend completion date to 9-11-55. (BMPCT-2949).

KSLA (TV) Shreveport, La., Interim Television Corp.—Mod. of CP (BPCT-1770) as mod., which authorized new tv station to extend completion date (BMPCT-2935).

WMTW (TV) Poland Spring, Me., Mt. Washington Tv Inc.—Mod. of CP (BPCT-1530) as mod., which authorized new tv station to extend completion date to 9-8-55 (BMPCT-2926).

WTLF (TV) Baltimore, Md., United Bcstg. Co. of Eastern Md. Inc.—Md. of CP (BPCT-1791) as mod., which authorized new tv station to extend completion date to 10-1-55 (BMPCT-2942).

WOOD-TV Grand Rapids, Mich., Grandwood Bcstg. Co.—Mod. of CP (BPCT-917) as mod., which authorized changes in facilities of existing tv station to extend completion date to 9-30-55 (BMPCT-2939).

KLAS-TV Las Vegas, Nev., Las Vegas Television Inc.—Mod. of CP (BPCT-1239) as mod., which authorized new tv station to extend completion date to 9-29-55 (BMPCT-2929).

WKDN-TV Camden, N. J., South Jersey Bcstg. Co.—Mod. of CP (BPCT-1522) as mod., which authorized new tv station to extend completion date (BMPCT-2931).

WNCT (TV) Greenville, N. C., Carolina Bcstg. System Inc.—Mod. of CP (BPCT-898) as mod., which authorized new tv station to extend completion date to 8-31-55 (BMPCT-2940).

WMFD-TV Wilmington, N. C., WMFD-TV Inc.—Mod. of CP (BPCT-1121) as mod., which authorized new tv station to extend completion date to 9-29-55 (BMPCT-2932).

WAPA-TV San Juan, P. R., Ponce De Leon Bcstg. Co. Inc. of P. R.—Mod. of CP (BPCT-904) as mod., which authorized new tv station to extend completion date (BMPCT-2945).

WFBC-TV Greenville, S. C., WMRC Inc.—Mod. of CP (BPCT-1132) as mod., which authorized new tv station to extend completion date (BMPCT-2936).

WDEF-TV Chattanooga, Tenn., WDEF Bcstg. Co.—Mod. of CP (BPCT-989) as mod., which authorized new tv station to extend completion date to 9-28-55 (BMPCT-2928).

WTSK-TV Knoxville, Tenn., South Central Bcstg. Corp.—Mod. of CP (BPCT-1198) as mod., which authorized new tv station to extend completion date to 9-24-55 (BMPCT-2925).

KROD-TV El Paso, Tex., El Paso Times Inc.—Mod. of CP (BPCT-673) as mod., which authorized new tv station to extend completion date to 9-30-55 (BMPCT-2933).

WCHS-TV Charleston, W. Va., WCHS-TV Inc.—Mod. of CP (BPCT-1085) as mod., which authorized new tv station to extend completion date to 7-1-55 (BMPCT-2944).

(Continued on page 125)

Radio Station and Newspaper

Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn Clifford Marshall	Ray V. Hamilton Phil Jackson	William T. Stubblefield
Washington Bldg. Sterling 3-4341-2	Tribune Tower Delaware 7-2755-6	235 Montgomery St. Exbrook 2-5671-2

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE *

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE *

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCCE *

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE *

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE *

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE *

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE *

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE *

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE *

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE *

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE *

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING ENGINEERS
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE *

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE *

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE *

GUY C. HUTCHESON
P. O. Box 32 AR. 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE *

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
WASHINGTON 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 Eye St., N. W., Wash. 6, D. C.
Executive 3-1230—Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE *

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—RIverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-2924
Member AFCCE *

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
821 MARKET STREET
SAN FRANCISCO 3, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEER
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE *

J. G. ROUNTREE, JR.
4515 Prentice Street
EMerson 3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antenna Proofs
Mountain and Plain Terrain
3955 S. Broadway Sunset 9-9182
Denver, Colorado

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional Directory advertising contact
BROADCASTING • TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE *

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and fascimile facilities.
*** 1953 ARB Projected Readership Survey**

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Manager—top salesman with experience in small market. Unusual opportunity for advancement in metropolitan market. Box 363G, B•T.

Manager, established station, midwest, daytime, 8000 town. Low cost operation. Need sales push. Salary and share of profits. Box 644G, B•T.

Very good opportunity for manager in small market. Want sober, hardworking man, capable of sales and programming supervision. Southern experience preferred. Send full details in your first letter to Lester L. Gould, Secretary-Treasurer, WLSE, Wallace, North Carolina.

Salesmen

Florida—experienced man, draw against 15%. Box 661F, B•T.

HELP!

If that is what you need—HELP—you should be interested in our Placement Department. We offer you graduates who can double in several capacities. They are not "specialists", but have been thoroughly trained by professionals for a combination of jobs, using standard commercial equipment in our studios.

- **Announcers** (Tv & Radio)
- **Camera Men**
- **Continuity Writers** (Tv & Radio)
- **Floor Men**
- **Salesmen**
- **Sales Service Men**
- **Traffic Assistants** (Tv & Radio)
- **Film Editors**
- **Projectionists**
- **Artists** (Comm. lettering & Design)

Remember, our service is FREE. We are *not* an employment agency. We simply supply you with trained graduates from our School who have been screened for ability and willingness to work. Write, wire, or call John Birrel, Placement Director, for complete background data.

NORTHWEST RADIO & TELEVISION SCHOOL

1221 N.W. 21st Avenue

Portland 9, Oregon

with schools in

HOLLYWOOD • CHICAGO • PORTLAND

RADIO

Help Wanted—(Cont'd)

Experienced salesman and play-by-play sportscaster. Exceptionally good deal net. affiliate, single station market. Details first letter. Box 341G, B•T.

Salesman wanted for one of the South's fastest growing radio stations. We are looking for a man who wants to settle in a good community for the rest of his life. Send full details to Box 549G, B•T.

Experienced salesman—announcer. Manage, operate midwest remote studio. Good opportunity right man. Box 626G, B•T.

Salesman—major southeastern metropolitan market. All negro programming. Well accepted but highly competitive market. Liberal guarantee or draw against commission. Permanent position. Send complete information. Box 655G, B•T.

Wanted: Man or woman salesman, $50 a week, plus 25% commission. Box 681G, B•T.

Announcers

Florida—pop DJ personality. Send tape and resume. Box 662F, B•T.

We want a live one! Entertaining air salesman who can sell everyone. Must have ability to do a job that needs fresh approach. Family man desirable. State age, experience. Send tape. Salary open. Liberal benefits for right man. Illinois kilowatt in industrial-farm center. Box 485G, B•T.

Help wanted: 50 kw station looking for mail pull DJ with rural small station background. No city slickers need apply. Send tape, background, first letter. Box 517G, B•T.

Announcer—salesman. 15% commission, against $75 draw. Excellent opportunity in growing, Florida MBS station. Box 597G, B•T.

Hard selling disc jockey for one of America's great independents. Must have solid background of proven performance. Box 612G, B•T.

Engineer-announcer wanted by southwest Louisiana station. Must have first phone and automobile and fair announcer. Salary $75.00 week. Write Box 683G, B•T.

Wanted strong hillbilly and top disc jockey for early morning shift. Must be talented, able to sell on the air. Some experience necessary. Southern family man preferred. Send tape, photo, complete references. Position permanent. Starts April 1st. Write immediately Box 686G, B•T.

Announcer—first phone immediately in farm-ranch area. Opening within six weeks for experienced engineer plus announcing ability. Manager, KCNI, Broken Bow, Nebr.

Wanted announcer-salesman combination. Wonderful warm wintergarden area. Radio Station KVOU, Uvalde, Texas.

Announcer: Experienced man with third class ticket to do combination work at daytime kilowatt station. This is summer replacement work from April 15 to September 15. Send nothing. Apply in person March 21 or 22 at WGNY, 161 Broadway, Newburgh, N. Y.

Hard-hitting, versatile, all around announcer, sell and write copy. Good proposition for right man. Send tape with application or call WKUL, Cullman, Ala.

Sports announcer wanted: Experienced man who can pull regular staff shift and also do play-by-play sports and special events. Send full details including audition tape to Ed Damron, Manager, WSSC, Sumter, S. C. This is a permanent position—no floaters or prima-donnas need apply.

Immediate opening for experienced radio announcer in highly competitive area. Send audition background to Bob Bower, WTIP, Charleston, W. Va.

RADIO

Help Wanted—(Cont'd)

Technical

Beginner, 1st engineer to learn entire station operation. Midwest. Box 374G, B•T.

First phone engineer kilowatt daytime in eastern North Carolina. No announcing. Good working conditions. Top salary. Box 561G, B•T.

Opening available immediately, chief engineer. One kilowatt remote control operation. Must be strong on maintenance. Car necessary. Salary $100.00 per week. KJET, Beaumont, Texas.

Immediate opening for salesman in west Texas market. Some announcing preferred but not essential. Contact Tom Huksey, KTUE, Tulia, Texas.

Chief engineer. Must be experienced. Good salary. Permanent position. Radio Station WMJM, Cordele, Ga.

Engineer—first or second phone. Salary, vacation, etc. Permanent position for good man. L. H. Beckwith, WPFB, Middletown, Ohio. Phone: 2-3625.

Chief engineer for 250 watt station, some announcing. WSSV, Petersburg, Va.

Programming-Production, Others

A tan for jan—here's your man! Manager Florida 250 MBS needs receptionist copy, general-office girl. 21-30 years. Experience preferred. Box 598G, B•T.

Outstanding Carolina station is seeking radio experience and talented woman to serve as traffic, continuity and woman's program director. Excellent opportunity and top pay. Send full information. WBBO, Forest City, N. C.

Commercial copywriter. Good typist with experience writing all types copy for busy station. Apply in person March 17 or 18 to WGNY, 161 Broadway, Newburgh, N. Y.

Assistant to work directly under manager in both supervisory and active capacity in all phases except actual announcing and engineering. Includes supervision of announcer and acceptance of all responsibilities designated. Ideal opportunity to understudy for management job in important and constantly growing chain. Station background necessary. References important. Executive experience valuable, but executive potential, ambition and natural tendency toward work more important. Specialized programming prohibits racial prejudice. Photo and fully detailed letter in confidence to Bob Lyons, Manager, WRAP, 300 Portlock Building, Norfolk, Virginia.

Situations Wanted

Managerial

General manager, am-tv, seeking advancement, same station seven years, proven sales record, both locally and nationally. References. Box 530G, B•T.

Manager—15 years radio experience, presently assistant manager-program director. Stable personable, capable of sparking staff to best sales and production performance. Box 557G, B•T.

General manager ready to take complete charge of station. Sales, programming, etc. Midwest only. Daytimer preferred, will invest. Box 625G, B•T.

Fifteen years small time radio. Want southeast, money. Will profitably manage, program. Box 629G, B•T.

Young family man desires managerial position—1st phone—7 years experience—all phases. Box 630G, B•T.

Commercial manager interested in permanent connection with substantial am station. 12 years as commercial manager and general manager of two good network stations in highly competitive field midwest. Another 12 years in newspaper display and merchandising. I am not a hot shot. I can't make a sick station well. I like to sell and help others to sell. Married, stable, strictly sober, good citizen. References from industry leaders. Available for interview your office. Box 656G, B•T.

Manager. 15 years experience. Presently employed but desires to relocate permanently. Box 659G, B•T.

OPPORTUNITY AT RCA FOR BROADCAST FIELD ENGINEERS

RCA needs trained broadcast engineers who can direct and participate in the installation and service of television broadcast equipment. Here's an *excellent* opportunity for training and experience with color TV transmitters.

CAN YOU QUALIFY?

You need: 2-3 years' experience in broadcast equipment, including work on TV transmitter installation. You should have: EE degree or good technical schooling, 1st Class Radio-Telephone License.

Enjoy RCA advantages:

Top Salaries
Many Liberal Company-Paid Benefits
Relocation Assistance

For personal interview, please send a complete resume of your education and experience to:

Mr. John R. Weld, Employment Manager
Dept. Y-3C, Radio Corporation of America
Camden 2, N. J.

RCA SERVICE COMPANY, INC.
A Radio Corporation of America Subsidiary

RADIO

Situations Wanted—(Cont'd)

Manager, fully experienced in program, promotion, sales. Excellent record and recommendations. Presently employed. Fifteen years executive experience. Salary secondary to opportunity to produce. Box 687G, B•T.

Announcers

Baseball announcer, 7 years experience, excellent voice, finest of references. Box 266G, B•T.

Natural experienced announcer. Employed midwest major market. College graduate, married, veteran. News, DJ, all phases. Box 495G, B•T.

Current newsman—major market. Desires return staff. Veteran, married, college. Box 496G, B•T.

Sportscaster—play-by-play experience all sports. Will travel. Tapes available. First ticket. Box 540G, B•T.

Sports announcer—director, experienced. Need a play-by-play man for the '55 baseball season? Have suitcase will travel. Details write, wire, Box 554G, B•T.

Deejay—announcer, experience, seeking job with future, married, veteran, will travel, tape. Box 566G, B•T.

Sports director 5000 watt network wants to relocate due to management change. 8 years experience, radio and television. Married, family. Prefer Minnesota or Iowa but will consider all offers. Box 579G, B•T.

New radio personality available. Third class ticket. Prefer south or southwest, DJ, sports, farm. Excellent training. For details write Box 607G, B•T.

Veteran announcer—operator, 14 years experience, 3rd class ticket, versatile, single; desires to settle down in Arizona or southern California. Tape and full details available. Box 627G, B•T.

Ace baseball play-by-play sportscaster. Class A, AA, AAA. Box 628G, B•T.

Experienced staff announcer: Ready to advance and be recognized, married. Box 636G, B•T.

Announcer—strong on news and music. Married, 24, seeking position within two hundred miles of Chicago. Tape and data available on request. Box 638G, B•T.

Announcer-employed large operation, desires better opportunity in large market. Box 643G, B•T.

Look — announcer-salesman, training for 1st phone, news, DJ, go-getter salesman, married with child on way. Very sincere. Radio in my blood. 1 year experience. Help me find a home for my family. Box 645G, B•T.

Experienced announcer, with first class ticket. At present station 4 years. Excellent references. Top rate DJ, popular or western. Married. Prefer warm area. Box 649G, B•T.

Announcer. First class license. Good voice. Experienced. Box 650G, B•T.

DJ with super Hooper. Proved record. 5 years experience. Show biz background, M.C., entertainer. Presently employed. Seeks change to major market. Detailed brochure available. Box 651G, B•T.

Good staff announcer—1½ years experience, anxious to break into sports. Brief play-by-play experience. Steady, reliable. Tape on request. Box 653G, B•T.

Comedy personality, seven years network radio and television experience, desire relocate in local station anywhere out of N. Y. Good air salesman, writer, idea man. Five years on MBS as Windy Wales. Top tv shows. Age 30. Family. College graduate. No floater. Box 660G, B•T.

Baseball announcer, top-flight, versatile sportscaster. Six years play-by-play on all sports. Now employed but interested in better opportunity. Box 661G, B•T.

Attractive young lady seeks personality or staff spot. News, story time, women's features, commercials, acting. Will travel. Radio-tv school graduate. Box 662G, B•T.

Staff announcer, good music, gospel, pops and hillbilly, fine delivery, third phone. Experienced. Tape upon request. Desires small station southeastern states. Box 663G, B•T.

Poised, polished, hardworking experienced announcer. Background covers four years of commercial radio and tv. Sincere, selling delivery. Can write, operate console, handle any announcing assignment. 28 years old, veteran. Need at least $75 to take care of family. Box 665G, B•T.

Announcer, 27, 3 years. All phases, strong new, veteran. W. Va.—Ohio—East Coast. Box 666G, B•T.

Sports only—7 years experience—baseball play-by-play—major baseball and advertising. References—college grad—thirty—married—veteran. Box 667G, B•T.

Announcer, negro, dynamic disc jockey, personality, some experience. Tape available. Box 669G, B•T.

Staff man—good news, selling commercials, DJ, light experience. Versatile, tape tells. Box 670G, B•T.

Announcer-continuity writer, idea man. Some experience, tape, resume, sample copy on request. Box 671G, B•T.

Ambitious announcer, young really willing. 3rd ticket, for staff, car, resume, tape, move promptly. Box 672G, B•T.

Different type personality DJ. Slightly flavored French accent. Strong sales appeal. Married. Seeking permanent position. Box 673G, B•T.

Announcer, available now! Strong in news and commercials. Will locate anywhere. Box 674G, B•T.

Announcer, commercials, news, DJ. Single, 25, car. Will locate anywhere. Box 675G, B•T.

Announcer—news and music—22, single, sober. Will locate in any state. Box 676G, B•T.

All around staff announcer, strong on news and commercial, DJ. Programming with personality plus. Interested in community minded station. Veteran. Box 684G, B•T.

Announcer—experienced in radio and tv. Seek position with strong sports minded station. John Casey, 8439 Sunset Blvd., Hollywood, Calif. Hollywood 2-8673.

Colored disc jockey. Former graduate of Cambridge School of Broadcasting. Good combination man. Good ideas. Single and free to travel. Will consider all offers. Available now. Write to: Reginald Dwyer. 933 St. Marks Avenue, Brooklyn, or call: PResident 8-5314.

Baseball, play-by-play, DJ, versatile, 2 years experience, 28, married, vet, reliable, employed, good references, phone 3101 between 1 p.m. and 3:00, Pete Franklin, WRCS, Ahoskie, North Carolina.

Girl Friday—copy, air work. Garr, 425 Lester, Leonia, New Jersey. Leonia 4-9038.

Midwestern graduate, single, age 32. Will travel. Emphasis news, commercials, DJ. Successful sales background. Prefer job in East. Norman Holiday, c/o J. Blumberg, 1317 N. State Street, Chicago, Ill.

Announcer, staff—23—vet—qualified all phases. Good news, commercials, DJ—light sports, play-by-play. Have car, will travel. References, photo, tape immediately. Contact: Jim Howell, 453 Teaneck Road, Ridgefield Park, New Jersey. Telephone: Hubbard 8-8488.

Four years of solid radio and television experience available immediately. Personality DJ with proven success. Best of references. Good news and sports delivery. Single, 25, veteran, sober. Production stressed. Write John Hunt, 30-67 49th Street, Long Island City 3, N. Y. Phone AStoria 4-9038.

Versatile announcer—strong on news, sports, commercials. Program minded. Two years experience, employed as morning man. Desire return middle Atlantic states area for permanent position. 28, family. Tape, resume, references on request. Ken Johnston, 501 E. Third, Crosset, Arkansas.

Attention all stations: Available April first—deejay—third ticket—emceed network show—sports—special events. Contact Chris Martin, Box 28, Logan, West Virginia. Phone: 2248-R.

Announcer-board operator, short on experience, long on desire to gain more. Available immediately. Don Miller, 2316 West 2nd Street, Sioux City, Iowa.

Announcer, copywriter, strong commercials, news, conscientious, dependable. James L. Morgan, 1061 Mayfield Road, Union, New Jersey. MUrdock 8-4115.

Midwestern graduate requires position as announcer. Experience board, DJ, news, sports. Married, mature, veteran. Tape and resume on request. Robert Murray, 4658 N. Dover, Chicago, Ill.

Staff announcer, emphasis news, commercials, DJ. Graduate Midwestern Broadcasting School. College grad., single. Tape, resume on request. Walter Piasecki, 2219 N. Parkside, Chicago.

Recent Midwestern Broadcasting School graduate seeking announcing position. Emphasis on news and DJ. Tape and resume on request. J. Schaffner, 2834 W. Palmer, Chicago 47, Ill., HUmboldt 9-1769.

Staff announcer—excellent in commercials; disc jockey; news. Midwest preferred, will travel. Tape and resume. John Schneider, 2727 W. Polk, Chicago.

Negro announcer—trained voice, college, Cambridge trained, strong on commercials, DJ. Resume and tape on request. Leonard Willoughby, 17 Herkimer Street, Brooklyn, N. Y. ST 3-0792.

Technical

Engineer, presently chief, wants position in home state, Florida. Experienced all phases radio. Announcing. Veteran. Box 529G, B•T.

Engineer, first phone, employed at present by 250 watt station; would like to progress to larger outfit. Prefer northeast. Box 614G, B•T.

First phone, 30, single, 3½ years am transmitter experience, available immediately. Box 634G, B•T.

Am engineer full experienced all phases. Limited combo. Box 648G, B•T.

Combo chief, good voice. Graduate engineer, plenty of experience. Southwest only. Box 668G, B•T.

First phone. Amateur licensee. Diplomas from 2 radio and tv service schools. Attended Port Arthur College. Good transportation. Some experience. Travel anywhere. Available immediately. 29 years old. Wife and baby. Want permanent job. I will stay with you. Experience on Collins and Gates. Box 682G, B•T.

Chief-remote control performance—station operation—combo—available immediately. Box M, Double Springs, Ala.

Ten years am; one, tv transmitter experience. First phone, car, 30, single, available immediately. $60 minimum. Write: Engineer, 206 Furman Street, Syracuse, N. Y. Phone: 75-8913.

Technicians available, 1st class ticket, am, fm & tv, Pierce School of Radio & Television, 52 E. 19th Street, New York 3, N. Y.

Programming-Production, Others

Program director—sportscaster—deejay-first ticket—married—car. $100 week. Box 631G, B•T.

Aggressive station promotion representative, college, 29. Three years with present organization as salesman 15 to 35 thousand markets fulltime, daytime operations. Active churchman, family. Box 637G, B•T.

Manager or program director who doubles as one of the country's top sportscasters, will travel anywhere, but prefer south, resort area or college town. Young, aggressive, sales minded. Wants permanent deal. Also do top job on tv sports and programming. Nine years experience all phases. College graduate. Top references. Now employed, top midwest radio and tv. Box 679G, B•T.

Attention west coast: Thoroughly experienced program director, engineer, announcer desires permanent, repeat, permanent location. Family wants to return west to stay. **Ideal triple threat** man for small operation. **$7,500 minimum. Shulman, care general delivery, Shullsburg, Wisconsin.**

TELEVISION

Help Wanted

Announcer

Announcer—experienced, top delivery. No on camera work. Send tape, KVOS-TV, Bellingham, Washington.

Technical

Studio technical personnel for television and radio operation in a midwestern metropolitan market. Good starting salary with periodic increases. Very best equipment and excellent employee relationship. State education, experience, draft classification, and provide a snapshot. Reply Box 453G, B•T.

TELEVISION

Help Wanted—(Cont'd)

Tv transmitter engineer—experienced, capable of operation and maintenance of 50kw high band equipment. Want man with confidence of own ability, to take charge of transmitter facility. State salary desired. Available April 1, 1955. Box 537G, B•T.

Engineers, first class, vhf opening. List experience, credit and business references. Photo. Reply to: WJNO-TV, 5 Cocoanut Row, Palm Beach, Florida.

Programming-Production, Others

Director-announcer, midwest television station. Must be capable in both classifications. Send complete resume and photo. Box 646G, B•T.

Production manager-director, excellent opportunity for qualified man. Give references, experience and salary expected first letter. Box 680G, B•T.

Situations Wanted

Managerial

Prefer local or regional sales management or sales. Two years tv experience sales, production, direction, medium markets, south and midwest. Public relations background. Family. Age 34. Available immediately. Box 575G, B•T.

Announcer

Radio-television announcer-copywriter. **Five years experience. Single, car, I. U. grad. For past four months creator, writer, producer, director of highly commercially-successful television deejay show. Available immediately. Box 592G, B•T.**

Top employed announcer, 4½ years am, tv, exploitation, seeks position in production, programming or administration. Can you give a man with potential a crack at a title? 25, married, draft-exempt. Present salary $5200. Box 633G, B•T.

Available May 1, AFRS Hollywood newscaster-announcer two years. No reserve obligations. Four years commercial news, feature, staff experience. Some tv. Married. Age 30. Tape and references. Hal Oyler, 1426 S. Hobart, Los Angeles 6.

Technical

Tv engineer desires supervisory position. **Five years experience in all phases xmtr, studio and remote operation and maintenance plus one year am xmtr. Have done construction. Excellent references. Box 459G, B•T.**

Tv engineer desires supervisory position. Five years experience; transmitter, studio, installation and night maintenance. References. Box 635G, B•T.

Wanted tv xmtr or studio job, experienced. Box 647G, B•T.

Camera or control room operations. First phone, draft exempt, RCA grad. Desire southwest area. Box 658G, B•T.

Programming-Production, Others

May dynamic director, instrumental in organizing two stations, help you? Box 491G, B•T.

Motion picture cameraman, completely equipped. Available for newsreel, commercial, production. Prefer foreign assignment. Box 545G, B•T.

Tv program and operations director—6 years tv; 6 years radio. Ability, know-how, mature judgment. 31, married. Complete details await your inquiry. Box 641G, B•T.

Vet—22—SRT graduate. All studio operations. Desires responsible position. Married, child. Box 642G, B•T.

Producer-director, presently employed 2 years uhf station. Need I say more. One year network station, New York City. Three years of motion picture director-cameraman. Will send particulars on request. Box 652G, B•T.

Top-rated, sponsored newscaster—colorful, distinctive. Enterprising, mature news-sense; Intelligent appearance; Thorougly experienced; Awards; Highest references; SDX, RTNDA; Ex-newspaperman B.S.; Now ND 50kw net. Want tv news! Box 677G, B•T.

For Sale

Stations

One of America's finest, most practical uhf television stations, for assumption liabilities of approximately $200,000, payable monthly installments. Low channel station fully equipped, on air full year. Channel exclusive in wealthy midwest city of 50,000; entire area 95% uhf conversion; station has network and now operating in black. Needs personnel supervision and promotion which absentee owner cannot give. Buyer needs no down payment, but must be financially responsible. Box 581G, B•T.

FOR SALE

For sale: New England station, owner ill. Notify Box 582G, B•T.

Pampa, Texas. 250 watt indie. Fulltime. All Gates and only four years old. Price for quick sale. Phone 4-2551. Box 654G, B•T.

Broadcasting school, long established, fully equipped. Making money. Owner starting radio station. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange. Licensed Brokers. Portland 22, Oregon.

Equipment, Etc.

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 492G, B•T.

Two good used Stancil-Hoffman model M5A minitape recorders; will sell together or separately. Box 639G, B•T.

Fm radios for functional music, store broadcasting, etc. Crystal controlled fixed frequency. Pulse operated, boost or kill. Bought large quality have surplus. Reasonable. Earn investment back in 6 months. Write WEAW, Evanston, Ill.

Fairchild disc recorder model 539-G, complete with cutterhead, microscope and Western Electric 118A amplifier; $700.00. Contact Chief Engineer, WHCU, Ithaca, N.Y.

300 foot Lehigh self-supporting galvanized tower. Designed to support tv antenna. Will erect, light and paint on your site if desired. Write or call C. H. Fisher, 6100 N.E. Columbia Blvd., Portland, Oregon. Phone: TRinity 7303.

Custom built am broadcast transmitters, all types and powers. Fully guaranteed for economical and reliable unattended operation. Fritz Bauer, 1500 S. Fairway Terrace, Springfield, Missouri.

Seven (7) 360 ft. uniform cross section guyed type towers. Federal Tower, Union Trust Building, Petersburg, Virginia.

New Western Electric RD 100 program switchers. 10 input, six channels, dual pre-set. Original price $23,000, our delivered price $4995.00. O'Brien Electric, 6514 Santa Monica Blvd., Hollywood 38, California.

Wanted to Buy

Stations

Experienced broadcaster desires to purchase all or part of am station. Box 685G, B•T.

Radio stations. Kansas, Missouri, Oklahoma, Arkansas. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment

Wanted to buy uhf equipment. Highest cash prices paid. Box 365G, B•T.

Wanted—tv remote equipment, including cameras, microwave, sync generators and switching gear. Especially need truck suitable for tv remotes. Write Box 528G, B•T.

Wanted: Used PT63-A Magnecorder in good running condition. Box 541G, B•T.

Surplus RCA studio or field camera chain and TD 3A or TD 1A studio dolly. Advise price and condition. G. M. Baumann, WDSM-TV, Duluth, Minn.

Wanted D-X-5000 watt transmitter—studio equipment. Address, Oblate Philippine Bureau, P. O. Box 1467, San Antonio, Texas.

Complete am transmitter, console, and tower for 100 watt station. Advise any part you might have to sell. C. A. Kennedy, P. O. Box 71, Columbia, Tennessee.

Capital library wanted. Instrumentals preferred. Describe condition and price. Fm, 2010 Westlake, Seattle, Washington.

Instruction

Get your FCC first phone license in 8 weeks. Intensive personalized instruction by correspondence or in residence. Free brochure. Grantham, Dept. 1-E, 6064 Hollywood Blvd., Hollywood, California.

Miscellaneous

Julie Elkins would like to contact his former students and non-working radio school graduates. 1733 Broadway, New York City. PLaza 7-1858.

RADIO

HELP WANTED

Salesmen

SALES OPPORTUNITY

Because of disappointment we have an attractive opening on our radio sales staff. Thriving market, NBC Network. Permanent position. Good earnings opportunity, guaranteed salary. Contact J. T. Snowden, Radio Station WBIA, Augusta, Georgia. Phone: 4-2421.

Situations Wanted

Announcer

TOP DISC JOCKEY PERSONALITY

With nationally known station whose call letters you would recognize instantly looking for a change. When first assigned present show, time slot held FIFTH position; it now holds highest station rating and is FIRST and SECOND in highly competitive eastern market of well over a million. Have a waiting list of sponsors long enough to choke a mule. Can build a large, loyal audience and sell, sell, sell. Have reached the ceiling in present position, but offer best references from present employer. Look good on TV. Major metropolitan markets only, please.

Box 463G, B•T.

We have developed a smooth, humorous and lucrative morning show. We are presently employed and desire to move to a bigger market. We want a morning show together and will accept any other staff duties needed to fill our shift. Strong on news, commercials and thorough musical background. Tape and resume upon request.

Box 632G, B•T

Programming-Production, Others

NEWSMAN

Four and a half years experience, two and a half years news director of One KW local news station. University graduate in Journalism. Highest references, including present employer. Seeks challenging position larger station with future.

Box 542G, B•T.

TELEVISION

Help Wanted

Managerial

TV STATION MANAGER WANTED

Must be a man who is strong on sales with a thorough knowledge of TV management problems. Prefer man with background in medium or small market operation with a proven record. This is an excellent opportunity in a VHF station for man who has know-how and will work. Please submit detailed background in first letter. All replies completely confidential.

Box 589G, B•T.

TELEVISION

Help Wanted

Salesmen

LOCAL TV SALESMAN

WAAM, Baltimore, Maryland, Channel 13, TOP POWER, seeks experienced local time salesman. Base salary, plus commission. Write or call Army Grant, WAAM, Television Hill, or MOhawk 4-7600.

All Replies Confidential

Situations Wanted

Managerial

AWARD WINNER

A television executive with six years experience in management, programming, operations, producing, films, sales and engineering has just won Billboard award for effective and imaginative programming. The only TV executive who successfully purchased films for multiple markets. A solid 15 years of show business background and know-how that few television execs can boast. Would be great asset to a new or established station or one that needs a hypo.

Box 640G, B•T.

Available soon—
TV Manager or Sales Manager
Radio Management 20 years
TV Management 4 years
Proven Sales, Programming and Management Ability. Best References.
Box 678G, B•T.

Production-Programming, Others

HELLO DOWN THERE

TV promotion manager with solid publicity, public relations background seeking radio-TV, agency or public relations opportunity. . . .
Would like to come in loud and clear in Chicago, but welcome all replies.
Box 664G, B•T.

FOR SALE

Equipment

TV TV

5 KW DUMONT TRANSMITTER
5 BAY RCA ANTENNA

Complete high-band vhf with control console and complete audio equipment. Only frequency monitors needed.

☆ATTRACTIVE PRICE☆
Also Some Studio Equipment
CHIEF ENGINEER
KMBC-TV
KANSAS CITY, MO.

For Sale—(Cont'd)

FOR SALE

500 foot stainless tower, six bay RCA antenna, 1000 foot of 3 one-eighth Andrew transmission line, 5KW DuMont transmitter, 20KW GE amplifier. Has been in operation for fifteen months. Bids will be considered for entire or individual components.

Box 657B, B•T

TV TOWER

369 FT—IDECO B2 heavy-duty, three leg, self-supporting. Now supporting 3 bay, channel 2, TV antenna and 4 bay HD FM Pylon. Perfect condition. Will sell on location, a real bargain.

Contact
William E. Neill
WFMY-TV
Greensboro, N. C.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Instruction

FCC 1st PHONE LICENSE IN 5 to 6 WEEKS

***THE* ORIGINAL INTENSIVE 'DOOR OPENING COURSE' RADIO-TELEVISION OUR INTEGRITY PROVEN**

Check the school that others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful students in NINE years

Employment Services

RADIO & TV PERSONNEL
We screen New York's vast source of qualified personnel; take the guesswork out of hiring for stations anywhere. Tell us your needs, we do the rest!

right at your fingertips for you!

CAREER BUILDERS Agency
Marjorie Witty, Director, Radio-TV Div.
35 West 53rd St., New York 19 • PL 7-4385

FOR THE RECORD

(Continued from page 119)

March 9 Decisions

BROADCAST ACTIONS

By the Commission en banc

McFarland Letter

WSLA (TV) Selma, Ala., Deep South Bcstg. Co.—Is being advised that application (BMPCT-2100) for mod of CP (BPCT-1814) for ch. 8, to change studio and transmitter location and increase antenna height from 360 to 2000 ft., indicates necessity of a hearing.

Renewal of License

The following stations were granted renewal of licenses for the regular period:
WVAM Altoona, Pa.; WTCH Shawano, Wis.; WAGA-TV Atlanta, Ga.; WABT (TV) Birmingham, Ala.; WABB-AM-FM Mobile, Ala.; WAFM Birmingham, Ala.; WAGA-AM-FM Atlanta, Ga.; WAIP Prichard, Ala., WALA Mobile, Ala.; WAMI Opp, Ala.; WANA Anniston, Ala.; WAPI Birmingham, Ala.; WAPX Montgomery, Ala.; WAUD Auburn, Ala.; WAVU Albertville, Ala.; WBAM Montgomery, Ala.; WBBO Augusta, Ga.; WBHP Huntsville, Ala.; WBLJ Dalton, Ga.; WBML Macon, Ga.; WBRC Birmingham, Ala.; WCCP Savannah, Ga.; WCLB Camilla, Ga.; WCLS Columbus, Ga.; WCOV Montgomery, Ala.; WCRI Scottsboro, Ala.; WCRL Oneonta, Ala.; WCTA-AM-FM Andalusia, Ala.; WEBJ Brewton, Ala.; WETU Wetumpka, Ala.; WEZB Homewood, Ala.; WFMH-AM-FM Cullman, Ala.; WFOM Marietta, Ga.; WFRP Savannah, Ga.; WFUM Huntsville, Ala.; WGAA Cedartown, Ga.; WGAC Augusta, Ga.; WGMD Gadsden, Ala.; WGAF Valdosta, Ga.; WGAU-AM-FM Athens, Ga.; WGBA Columbus, Ga.; WGGA Gainesville, WGIG Brunswick, Ga.; WGPC Albany, Ga.; WGTA Summerville, Ga.; WGYV Greenville, Ala.; WHBS Huntsville, Ala.; WHEP Foley, Ala.; WHMA-AM-FM Anniston, Ala.; WHOS-AM-FM Decatur, Ala.; WIRB Enterprise, Ala.; WJAM Marion, Ala.; WJAT-FM Swainsboro, Ga.; WJBB Haleyville, Ala.; WJHO Opelika, Ala.; WJLD Homewood, Ala.; WJLN Birmingham, Ala.; WJMW Athens, Ala.; WJOI Florence, Ala.; WJRD Tuscaloosa, Ala.; WKEU Griffin, Ga.; WKLY Hartwell, Ga.; WKRG Mobile, Ala.; WKTG Thomasville, Ga.; WLAG-AM-FM LaGrange, Ga.; WLBB Carrollton, Ga.; WLET-AM-FM Toccoa, Ga.; WMAZ-AM-FM Macon, Ga.; WMGA Moultrie, Ga.; WMGR Bainbridge, Ga.; WMGY Montgomery, Ala.; WMLS Sylacauga, Ala.; WMLT Dublin, Ga.; WMVG Milledgeville, Ga.; WNEX Macon, Ga.; WOOF Dothan, Ala.; WABE Atlanta, Ga.

March 9 Applications

ACCEPTED FOR FILING

Remote Control

WVET Rochester, N. Y., Veterans Bcstg. Co.—(BRC-677).

WFBC Greenville, S. C., WMRC Inc.—(BRC-678).

KORA Bryan, Tex., Bryan Bcstg. Co.—(BRC-676).

Renewal of License

WHBB Selma, Ala., Selma Bcstg. Co.—(BR-872).

KTLO Mountain Home, Ark., Mtn. Home Bcstg. Corp.—(BR-2838).

APPLICATIONS RETURNED

KAMO Rogers, Ark., Radio Station KAMO—(name wrong).

WSPC Anniston, Ala., Model City Bcstg. Co.

Modification of CP

WHAT-FM Philadelphia, Pa., Independence Bcstg. Co.—Mod. of CP (BPH-806) as mod., which authorized new fm station for extension of completion date (BMPH-4985).

Remote Control

WFBC-FM Greenville, S. C., WMRC Inc.—Operation by remote control from main studio, Greenville, (BRCH-128).

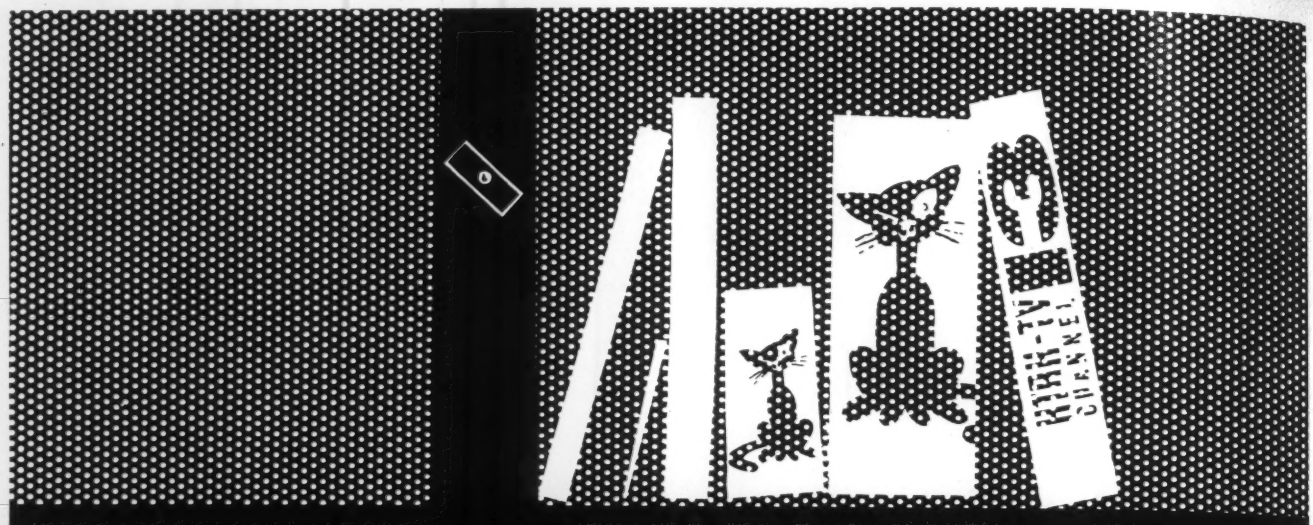
WRAK-FM Williamsport, Pa., WRAK Inc.—Mod. of CP (BPH-1974) which replaced expired permit for extension of completion date (BMPH-4984).

License for CP

WOAY-FM Oak Hill, W. Va., Robert R. Thomas Jr.—License to cover CP (BPH-1955) which authorized changes in licensed station (BLH-1037).

Modification of CP

WQXL-TV Louisville, Ky., Robert W. Rounsaville—Mod. of CP (BPCT-1442) as mod. which authorized new tv station to extend completion date to 1-1-56 (BMPCT-2951).



The cat in catalogue is I

CHECK YOUR CATALOGUE
on the double-billion dollar, two-station Houston market. The best buy is I.

A

B(lack)

C(at). Full schedule plus other net shows, top local artists, syndicated film, top power with 316,000 watts — all at lower rates. And we're all alone with local color programs — at least one half-hour show daily.

Log in this cat — as your best buy — KTRK-TV — Channel 13 — lucky for Houston — lucky for you.

KTRK-TV The Chronicle Station, P. O. Box 12, Houston 1, Texas, Channel 13
Houston Consolidated Television Co. — General Mgr., Willard E. Walbridge; Commercial Mgr., Bill Bennett
National Representatives: BLAIR-TV, 150 E. 43rd St., New York 17, N.Y.; Basic ABC

BLAIR-TV.

TELESTATUS

March 14, 1955

Tv Stations on the Air With Market Set Counts And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations not preceded by triangle (►) are grantees, not yet operating.

ALABAMA

Birmingham—
►WABT (13) NBC, ABC, DuM; Blair; 306,318
►WBRC-TV (6) CBS; Katz; 304,320
WJLN-TV (48) 12/10/52-Unknown
WEDB (*10) 10/13/54-Unknown

Decatur†—
►WMSL-TV (23) CBS, NBC; Walker; 26,230

Dothan†—
WTVY (9) Young; 7/2/54-Unknown (granted STA Jan. 28)

Mobile†—
►WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 101,100
WKAB-TV (48) See footnote (c)
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
►WCOV-TV (20) ABC, CBS, DuM; Raymer; 51,200
►WSFA-TV (12) NBC; Katz; 89,110

Munford†—
►WEDM (*7)

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
►KVAR (12) NBC, DuM; Raymer; 116,370

Phoenix—
►KOOL-TV (10) ABC; Hollingbery; 116,370
►KPHO-TV (5) CBS, DuM; Katz; 116,370
►KTVK (3) ABC; Weed

Tucson—
►KOPO-TV (13) CBS, DuM; Hollingbery; 36,013
►KVOA-TV (4) ABC, NBC; Raymer; 36,013

Yuma†—
►KIVA (11) NBC, DuM; Grant; 26,136

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
►KFSA-TV (22) ABC, CBS, NBC, DuM; Pearson; 25,000
KNAC-TV (5) Rambeau; 6/3/54-Unknown

Jonesboro†—
KBTM-TV (8) 1/12/55-Unknown

Little Rock—
►KARK-TV (4) NBC, DuM; Petry; 97,581
KTHV (11) Branham; 11/4/54-Unknown
►KATV (7) (See Pine Bluff)

Pine Bluff†—
►KATV (7) ABC, CBS; Avery-Knodel; 91,389

Texarkana—
►KCMC-TV (6) See Texarkana, Tex.

Total stations on air in U. S. and possessions: 422; total cities with stations on air: 282. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 36,029,308.
* Indicates educational stations.
† Cities NOT interconnected to receive network service.
(a) Two Buffalo, N. Y., tv stations, in addition to their U. S. set counts, report the following set coverage in Canada: WBEN-TV, 421,917; WGR-TV, 385,803.
(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,-344 on July 10, 1952.
(c) The following stations have suspended regular operations but have not turned in CP's: WKAB-TV Mobile, Ala.; KBID-TV Fresno, Calif.; WRAY-TV Princeton, Ind.; WKLO-TV Louisville, Ky.; WPMT (TV) Portland, Me.; WFTV (TV) Duluth, Minn.; WCOC-TV Meridian, Miss.; KACY (TV) Festus, Mo.; KOPR-TV Butte, Mont.; WFPG-TV Atlantic City, N. J.; WTRI (TV) Albany, N. Y.; WBUF-TV Buffalo, N. Y.; WTVE (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; KMPT (TV) Oklahoma City; KCEB (TV) Tulsa, Okla.; WLBR-TV Lebanon, Pa.; WKST-TV New Castle, Pa.; WKJF-TV Pittsburgh, Pa.; KNUZ-TV Houston, Tex.; KETX (TV) Tyler, Tex.; WBTM-TV Danville, Va.; WTOV-TV Norfolk, Va.; WKNA-TV Charleston, W. Va.; WJPB-TV Fairmont, W. Va.; WCAN-TV Milwaukee, Wis.
(d) Shreveport Tv Co. has received initial decision favoring it for ch. 12, which is currently operated by Interim Tv Corp. [KSLA (TV)].
(e) Merger of WNAM-TV Neenah, Wis., with WFRV-TV Green Bay has been FCC approved, pending surrender of the former permit.

New Tv Station

The following tv station is the newest to start regular programming:

WDXI-TV Jackson, Tenn. (ch. 7), March 6.

CALIFORNIA

Bakersfield—
►KBAK-TV (29) ABC, DuM; Weed; 87,000
►KERO-TV (10) CBS, NBC; Avery-Knodel; 146,398

Berkeley (San Francisco)—
►KQED (*9)

Chico—
►KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 60,801

Corona†—
KCOA (52), 9/16/53-Unknown

Eureka†—
►KIEM-TV (3) ABC, CBS, NBC, DuM; Hoag-Blair, Blair Tv; 19,000

Fresno—
KBID-TV (53) See footnote (c)
►KJEO (47) ABC, CBS, DuM; Branham; 156,035
►KMJ-TV (24) CBS, NBC; Raymer; 142,000
KARM, The George Harm Station (12) Bolling; Initial Decision 8/31/54

Los Angeles—
►KABC-TV (7) ABC; Petry; 2,034,933
KBIC-TV (22) 2/10/52-Unknown
►KCOP (13) Weed; 2,034,933
►KHJ-TV (9) DuM; H-R; 2,034,933
►KNXT (2) CBS; CBS Spot Sls.; 2,034,933
►KRCA (4) NBC; NBC Spot Sls.; 2,034,933
►KTLA (5) Raymer; 2,034,933
►KTTV (11) Blair; 2,034,933

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
►KCCC-TV (40) ABC, CBS, NBC; Weed; 127,500
KCRA Inc. (3) Initial Decision 6/3/51
KBET-TV (10) CBS, ABC; H-R; 9/29/54-3/20/55

INSPECTING a scale model of the future studios of WMBV-TV Green Bay-Marinette, Wis., are (l to r) Joseph D. Mackin, WMBV-TV general manager; Bill Walker, television manager, and John Meier, director, who built the model. The building, at Madison and Cherry Sts. in Green Bay, is expected to be completed in March.

Salinas†—
►KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 492,371

San Diego—
►KFMB-TV (8) ABC, CBS; Petry; 290,000
►KFSD-TV (10) NBC; Katz; 285,333
KUSH (21) 12/23/53—Unknown

San Francisco—
KBAY-TV (20) 3/11/53-Unknown (granted STA Sept. 15
►KGO-TV (7) ABC; Petry; 1,059,055
►KPIX (5) CBS; Katz; 1,059,055
►KRON-TV (4) NBC; Free & Peters; 1,059,055
►KSAN-TV (32) McGillvra; 200,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
►KVEC-TV (6) ABC, CBS, DuM; Grant; 80,018

Santa Barbara—
►KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 464,192

Stockton†—
►KOVR (13) DuM; Blair; 1,054,000
►KTVU (36) NBC; Hollingbery; 112,000

Tulare (Fresno)—
►KVVG (27) DuM; Forjoe; 150,000

Visalia†—
KAKI (43) 10/6/54-Unknown

COLORADO

Colorado Springs—
►KKTV (11) ABC, CBS, DuM; Hollingbery; 53,604
►KRDO-TV (13) NBC; McGillvra; 40,000

Denver—
►KBTV (9) ABC; Free & Peters; 273,069
►KFEL-TV (2) DuM; Hoag-Blair, Blair Tv; 273,069
►KLZ-TV (7) CBS; Katz; 273,069
►KOA-TV (4) NBC; Petry; 273,069
KRMA-TV (*6) 7/1/53-Unknown

Grand Junction†—
►KFXJ-TV (5) NBC, CBS, DuM; Holman; 9,600

Pueblo—
►KCSJ-TV (5) NBC; Avery-Knodel; 50,906

CONNECTICUT

Bridgeport—
WCBE (*71) 1/29/53-Unknown
►WICC-TV (43) ABC, DuM; Young; 72,340

Hartford†—
WCHF (*24) 1/29/53-Unknown
►WGTH-TV (18) ABC, DuM; H-R; 291,299

New Britain—
►WKNB-TV (30) CBS; Bolling; 219,422

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
►WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 934,448

New London†—
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
WCNE (*63) 1/29/53-Unknown

Stamford†—
WSTF (27) 5/27/53-Unknown

Waterbury—
►WATR-TV (53) ABC; Stuart; 193,320

DELAWARE

Wilmington—
►WDEL-TV (12) NBC, DuM; Meeker; 2,051,000

DISTRICT OF COLUMBIA

Washington—
►WMAL-TV (7) ABC; Katz; 600,000
WOOK-TV (50) 2/24/54-Unknown
►WRC-TV (4) NBC; NBC Spot Sls.; 707,000
►WTOP-TV (9) CBS; CBS Spot Sls.; 672,200
►WTTG (5) DuM; H-R; 642,000
WETV (20) 10/21/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
WMFJ-TV (2) 7/8/54-7/1/55

Fort Lauderdale—
►WITV (17) ABC, DuM; Bolling; 145,600 (also Miami)

Fort Myers†—
►WINK-TV (11) ABC, CBS; McGillvra; 11,726

Jacksonville—
►WJHP-TV (36) ABC, NBC, DuM; Perry; 75,600
►WMBR-TV (4) ABC, CBS, DuM; CBS Spot Sls.; 405,600
WOBS-TV (30) Stars National; 8/12/53-Spring '55

Miami—
►WGBS-TV (23) NBC; Katz
WMFL (33) 12/9/53-Unknown
WTHS-TV (*2) 11/12/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

► **WTVJ (4) CBS, ABC, NBC, DuM; Free & Peters; 304,800**
Biscayne Tv Corp. (7) Initial Decision 1/17/55
► **WITV (17) See Fort Lauderdale**
Orlando—
► WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 80,000
Panama City†—
► **WJDM (7) ABC, NBC, DuM; Hollingbery; 24,750**
Pensacola†—
► **WEAR-TV (3) ABC, CBS, DuM; Hollingbery; 89,500**
► WPFA (15) 32,500
St. Petersburg—
► **WSUN-TV (38) ABC, CBS, DuM; Weed; 134,000**
Tampa†—
► WFLA-TV (8) NBC; Blair; 175,000
WTVT (13) CBS; Avery-Knodel; 9/2/54-4/1/55
West Palm Beach—
► WEAT-TV (12) ABC; Walker
► WIRK-TV (21) DuM; Weed; 42,708
► WJNO-TV (5) NBC, CBS, DuM; Venard; 231,000

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC, DuM; Burn-Smith; 45,000
Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 456,190
► WLWA (11) ABC, DuM; Crosley Sls.; 465,000
► WQXI-TV (36) 23,742
► WSB-TV (2) NBC; Petry; 484,725
Augusta—
► WJBF (6) ABC, NBC, DuM; Hollingbery; 133,000
► WRDW-TV (12) CBS; Headley-Reed; 131,444
Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 84,690
► WRBL-TV (4) CBS; Hollingbery; 90,384
Macon—
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 94,628
► WNEX-TV (47) NBC; Branham; 62,032
Rome†—
► WROM-TV (9) McGillvra; 150,990
Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Avery-Knodel; 60,107
WSAV-TV (3) 1/26/55-Unknown
Thomasville†—
WCTV (6) Stars National; 12/23/53-Spring '55

IDAHO

Boise†—
► KBOI-TV (2) CBS, DuM; Free & Peters; 43,985
► KIDO-TV (7) ABC, NBC; Blair; 41,900

THE SPOTLIGHT'S ON
WEHT
CBS
IN THE
EVANSVILLE MARKET

FIRST-
Anyway you figure it!

CBS-TV unduplicated coverage really pays-off—per October's ARB and November's Conlan! And with a realistic cost per thousand, you can't go wrong!—Interconnected with network color.

REPRESENTED
Nationally by MEEKER TV, Inc.
Regionally by ADAM YOUNG St. Louis, Mo.

WEHT Channel 50

Idaho Falls—
► **KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 32,018**
Lewiston†—
Lewiston Tv Co. (3) 2/9/55-Unknown
Pocatello†—
KWIK-TV (6) ABC; Hollingbery; 3/26/53-Unknown
Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Unknown

ILLINOIS

Belleville (St. Louis, Mo.)—
► **WTVI (54) ABC, CBS, DuM; Radio Tv Representatives; 320,000**
Bloomington—
► **WBLN (15) McGillvra; 113,242**
Champaign—
► **WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000**
WTLC (*12) 11/4/53-Unknown
Chicago—
► **WBBM-TV (2) CBS; CBS Spot Sls.; 1,871,800**
► **WBKB (7) ABC; Blair; 2,074,000**
► **WGN-TV (9) DuM; Hollingbery; 2,080,000**
WHFC-TV (26) 1/8/53-Unknown
WIND-TV (20) 3/9/53-Unknown
► **WNBQ (5) NBC; NBC Spot Sls.; 2,043,000**
WOPT (44) 2/10/54-Unknown
WTTW (*11) 11/5/53-Unknown
Danville—
► **WDAN-TV (24) ABC; Everett-McKinney; 35,000**
Decatur—
► **WTVP (17) ABC, DuM; Bolling; 151,534**
Evanston†—
WTLE (32) 8/12/53-Unknown
Harrisburg†—
► **WSIL-TV (22) ABC; Walker; 30,000**
Peoria—
► **WEEK-TV (43) NBC, DuM; Headley-Reed; 229,274**
► **WTVH-TV (19) CBS, ABC, DuM; Petry; 214,000**
WIRL Tv Co. (8) Initial Decision 11/5/54
Quincy† (Hannibal, Mo.)—
► **WGEM-TV (10) ABC, NBC; Avery-Knodel; 128,900**
► **KHQA-TV (7) See Hannibal, Mo.**
Rockford—
► **WREX-TV (13) ABC, CBS; H-R; 244,024**
► **WTVO (39) NBC, DuM; Weed; 100,000**
Rock Island (Davenport, Moline)—
► **WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 268,947**
Springfield—
► **WICS (20) ABC, NBC, DuM; Young; 95,000**
Sangamon Valley Tv Corp. (2) Initial Decision 11/30/54

INDIANA

Anderson†—
WCBC-TV (61) 2/2/55-5/1/55
Bloomington—
► WTTV (4) NBC, DuM; Meeker; 606,450 (also Indianapolis)
Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 208,139
Evansville—
► **WFIE (62) ABC, NBC, DuM; Venard; 94,315**
► **WEHT (50) See Henderson, Ky.**
Evansville Tv Inc. (7) Initial Decision 10/4/54
Fort Wayne—
► **WKJG-TV (33) NBC, DuM; Raymer; 112,186**
► **WINT (15) See Waterloo**
WANE-TV (69) Bolling; 9/29/54-Unknown
Indianapolis—
► **WFBM-TV (6) ABC, CBS, NBC; Katz; 662,000**
► **WISH-TV (8) ABC, CBS, DuM; Bolling; 524,710**
► **WTTV (4) See Bloomington**
Lafayette†—
► **WFAM-TV (59) CBS, DuM; Rambeau; 66,500**
Muncie—
► **WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 101,000**
Notre Dame (South Bend)†—
WNDU-TV (46) NBC; Meeker; 8/12/54-7/15/55
Princeton†—
WRAY-TV (52) See footnote (c)
South Bend—
► **WSBT-TV (34) CBS, DuM; Raymer; 206,473**
Terre Haute—
► WTHI-TV (10) ABC, CBS, DuM; Bolling; 147,267
Waterloo (Fort Wayne)—
► **WINT (15) ABC, CBS; H-R; 133,478**

IOWA

Ames—
► **WOI-TV (5) ABC, CBS, DuM; Weed; 289,940**
Cedar Rapids—
► **KCRG-TV (9) ABC, DuM; Venard; 116,333**
► **WMT-TV (2) CBS; Katz; 259,300**
Davenport (Moline, Rock Island)—
► **WOC-TV (6) NBC; Free & Peters; 295,156**
Des Moines—
► **KGTV (17) ABC; Hollingbery; 76,500**
► **WHO-TV (13) NBC; Free & Peters; 302,000**
Cowles Broadcasting Co. (8) Initial Decision 8/26/54
Fort Dodge†—
► KQTV (21) NBC, DuM; Pearson; 22,100
Mason City—
► KGLO-TV (3) CBS, DuM; Weed; 135,932
Sioux City—
► KTIV (4) NBC, ABC, DuM; Hollingbery; 152,835
► KVTV (9) ABC, CBS, DuM; Katz; 152,835
Waterloo—
► KWWL-TV (7) NBC, DuM; **Headley-Reed. 140,763**

KANSAS

Great Bend†—
► KCKT (2) NBC; Bolling; 126,258
Hutchinson—
► KTVH (12) CBS, DuM; H-R; 199,012
Manhattan†—
KSAC-TV (*8) 7/24/53-Unknown
Pittsburg†—
► KOAM-TV (7) ABC, NBC, DuM; Katz, 86,587
Topeka—
► **WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 426,427**
Wichita—
► KAKE-TV (10) ABC; Hollingbery; 195,110
► **KEDD (16) NBC; Petry; 124,311**
Wichita Tv Corp. (3) Initial Decision 8/9/54

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 78,395
Lexington†—
WLAP-TV (27) 12/3/53-Unknown
WLEX-TV (18) NBC, ABC, DuM; Forjoe; 4/13/54-3/15/55 (granted STA Jan. 20)
Louisville—
► **WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 434,912**
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. **See footnote (b)**
WKLO-TV (21) See footnote (c)
WQXL-TV (41) Forjoe; 1/15/53-Unknown
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria—
► **KALB-TV (5) Weed**
Baton Rouge—
► WAFB-TV (28) ABC, CBS, DuM; Young; 78,000
WBRZ (2) Hollingbery; 1/28/54-4/15/55
Lafayette†—
KLFY-TV (10) 9/16/53-7/1/55
Lake Charles—
► KPLC-TV (7) ABC, NBC; Weed; 66,000
► **KTAG (25) CBS, ABC, DuM; Young; 37,000**
Monroe—
► **KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 206,000**
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Unknown
WCNO-TV (32) Forjoe; 4/2/53-Unknown
► **WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 306,096**
► **WJMR-TV (61) ABC, CBS, DuM; Bolling; 108,992**
Shreveport—
► **KSLA (12) ABC, CBS, NBC, DuM; Raymer; 77,730**
Shreveport Tv Co. (12) Initial Decision 6/7/54-See footnote (d)
KTBS Inc. (3) 2/16/55-9/1/55

MAINE

Bangor—
► **WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 79,104**
► **WTWO (2) CBS; Venard**
Lewiston—
► **WLAM-TV (17) DuM; Everett-McKinney; 24,000**
Poland Spring—
► **WMTW (8) ABC, CBS, DuM; Harrington, Righter & Parsons; 259,933**
Portland—
► **WCSH-TV (6) NBC, DuM; Weed; 150,004**
► **WGAN-TV (13) ABC, CBS; Avery-Knodel**
WPMT (53) See footnote (c)

MARYLAND

Baltimore—
► **WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 588,336**
► **WBAL-TV (11) NBC; Petry; 588,336**
WITH-TV (72) Forjoe; 12/18/52-Unknown
► **WMAR-TV (2) CBS; Katz; 588,336**
WTLF (18) 12/9/53-Unknown
Cumberland†—
WTBO-TV (17) 11/12/53-Unknown
Salisbury†—
► **WBOC-TV (16) ABC, CBS, DuM; Burn-Smith; 49,315**

MASSACHUSETTS

Adams (Pittsfield)—
► **WMGT (19) DuM; Walker; 169,015**
Boston—
► WBZ-TV (4) NBC; Free & Peters; 1,279,776
WGBH-TV (*2) 7/16/53-April '55
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,279,776
Brockton†—
WHEF-TV (62) 7/30/53-Unknown
Cambridge (Boston)—
► **WTAO-TV (56) DuM; Everett-McKinney; 178,800**
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 168,000
► WWLP (61) ABC, NBC; Hollingbery; 168,000
Worcester—
WAAB-TV (20) Forjoe; 8/12/53-Unknown
► WWOR-TV (14) ABC, DuM; Raymer; 76,212

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

MICHIGAN

Ann Arbor—
►WPAG-TV (20) DuM; Everett-McKinney; 24,000
WUOM-TV (*26) 11/4/53-Unknown
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Unknown
Bay City (Midland, Saginaw)—
►WNEM-TV (5) NBC, DuM; Headley-Reed; 289,793
Cadillac†—
►WWTV (13) ABC, CBS, DuM; Weed; 64,920
Detroit—
WBID-TV (50) 11/19/53-Unknown
►WJBK-TV (2) CBS; Katz; 1,553,200
WTVS (*56) 7/14/54-Unknown
►WWJ-TV (4) NBC; Hollingbery; 1,466,000
►WXYZ-TV (7) ABC; Blair; 1,469,000
►CKLW-TV (9) 1,496,000. See Windsor, Ont.
East Lansing†—
►WKAR-TV (*60)
Flint—
WJRT (12) 5/12/54-Unknown
Grand Rapids—
►WOOD-TV (8) ABC, NBC, DuM; Katz; 488,490
WMCN (23) 9/2/54-Unknown
Kalamazoo—
►WKZO-TV (3) CBS, ABC, NBC, DuM; Avery-Knodel; 542,409
Lansing—
►WTOM-TV (54) ABC, DuM; Everett-McKinney; 55,000
►WJIM-TV (6) ABC, CBS, NBC; Petry; 417,000
Marquette†—
WAGE-TV (6) 4/7/54-Unknown
Muskegon†—
WTVM (35) 12/23/52-Unknown
Saginaw (Bay City, Midland)—
►WKNX-TV (57) ABC, CBS; Gill-Perna; 140,000
Traverse City†—
►WPBN-TV (7) NBC; Holman; 36,965

MINNESOTA

Austin—
►KMMT (6) ABC; Pearson; 95,951
Duluth (Superior, Wis.)—
►KDAL-TV (3) ABC, NBC; Avery-Knodel; 78,500
►WDSM-TV (6). See Superior, Wis.
WFTV (38) See footnote (c)
Hibbing†—
KHTV (10) 1/13/54-Unknown
Minneapolis (St. Paul)—
►KEYD-TV (9) DuM; H-R; 585,000
►WCCO-TV (4) CBS; Free & Peters; 570,600
►WTCN-TV (11) ABC; Blair; 570,600
Rochester—
►KROC-TV (10) NBC; Meeker; 95,833
St. Paul (Minneapolis)—
►KSTP-TV (5) NBC; Petry; 573,300
►WMIN-TV (11) ABC; Blair; 573,300

MISSISSIPPI

Biloxi†—
Radio Assoc. Inc. (13) Initial Decision 7/1/54 (case has been reopened)
Columbus†—
WCBI-TV (4) McGillvra; 7/28/54-Summer '55
Jackson—
►WJTV (25) CBS, DuM; Katz; 68,404
►WLBT (3) NBC; Hollingbery; 122,765
►WSLI-TV (12) ABC; Weed; 110,000
Meridian†—
WCOC-TV (30) See footnote (c)
►WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 56,800
Tupelo†—
WTWV (9) 12/8/54-Fall '55

MISSOURI

Cape Girardeau—
►KFVS-TV (12) CBS, NBC, DuM; Headley-Reed; 115,000
Clayton†—
KFUO-TV (30) 2/5/53-Unknown
Columbia—
►KOMU-TV (8) NBC, ABC, DuM; H-R; 63,295
Festus†—
KACY (14) See footnote (c)
Hannibal† (Quincy, Ill.)—
►KHQA-TV (7) CBS, DuM; Weed; 150,504
►WGEM-TV (10) See Quincy, Ill.
Jefferson City†—
►KRCG (13) CBS; Hoag-Blair, Blair-Tv
Joplin—
►KSWM-TV (12) CBS; Venard; 84,680
Kansas City—
►KCMO-TV (5) ABC, CBS, DuM; Katz; 475,064
►KMBC-TV (9) CBS; Free & Peters; 475,064
►WDAF-TV (4) NBC; Harrington, Righter & Parsons; 475,064
Kirksville†—
KTVO (3) 12/16/53-Unknown
St. Joseph—
►KFEQ-TV (2) CBS, DuM; Headley-Reed; 125,300
St. Louis—
►KETC (*9) 500,000
►KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls.; 761,760
►KWK-TV (4) CBS; Katz
WIL-TV (42) 2/12/53-Unknown
KACY (14) See Festus
►WTVI (54) See Belleville, Ill.
Sedalia†—
►KDRO-TV (6) Pearson; 57,000
Springfield—
►KTTS-TV (10) CBS, DuM; Weed; 62,370
►KYTV (3) NBC; Hollingbery; 69,300

MONTANA

Billings†—
►KOOK-TV (2) ABC, CBS, NBC, DuM; Headley-Reed; 20,000
Butte†—
KOPR-TV (4) See footnote (c)
►KXLF-TV (6) ABC; No estimate given
Great Falls†—
►KFBB-TV (5) CBS, ABC, DuM; Hoag-Blair, Blair-Tv; 20,500
Missoula†—
►KGVO-TV (13) ABC, CBS, NBC, DuM; Gill-Perna; 18,000

NEBRASKA

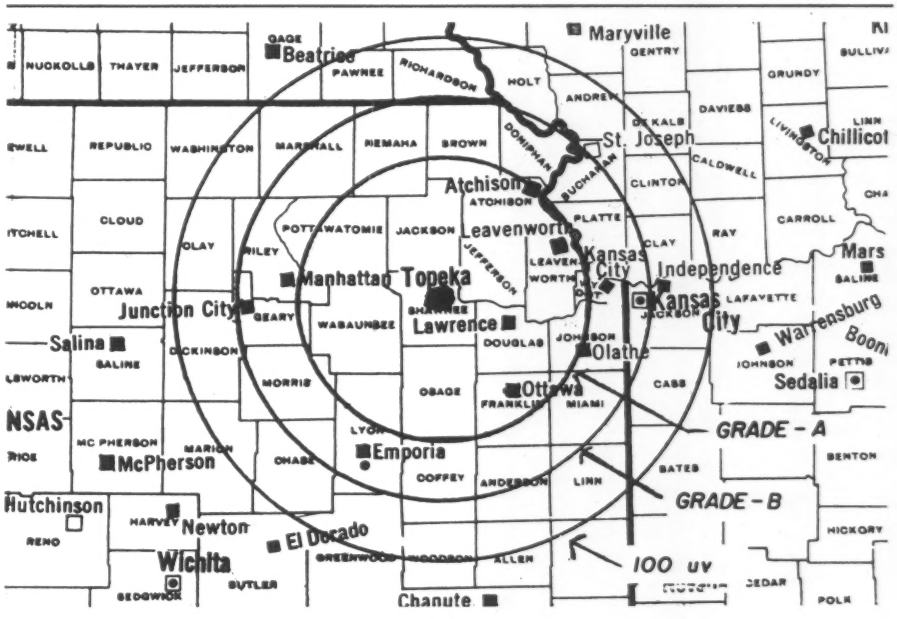
Hastings†—
The Seaton Publishing Co. (5) 2/11/55-Unknown
Kearney (Holdrege)—
►KHOL-TV (13) ABC, CBS, NBC, DuM; Meeker; 53,492
Lincoln—
►KOLN-TV (10) ABC, CBS, DuM; Avery-Knodel; 111,006
►KUON-TV (*12) 72,849
Omaha—
►KMTV (3) ABC, CBS, DuM; Petry; 286,000
►WOW-TV (6) NBC, DuM; Blair; 286,000
Scottsbluff†—
KSTF (10) 8/18/54-Unknown

NEVADA

Henderson†—
►KLRJ-TV (2) NBC; Pearson
Las Vegas—
►KLAS-TV (8) CBS, ABC, DuM; Weed; 21,244
Reno—
►KZTV (8) ABC, CBS, NBC, DuM; Pearson; 17,250

NEW HAMPSHIRE

Keene†—
WKNE-TV (45) 4/22/53-Unknown
Manchester—
►WMUR-TV (9) ABC, DuM; Weed; 381,338
Mt. Washington†—
►WMTW (8) See Poland Spring, Me.



"The FCC concept of the extent of Grade A coverage is an area at whose outer limits a signal considered satisfactory by the average viewer may be expected to be available to 70% of the receivers at least 90% of the time. In the case of Grade B service, the FCC figures are 90% of the time at 50% of the receiver locations."

Broadcasting • Telecasting 1/17/55

It's well to remember that the FCC has pretty well equalized coverage for *all* stations by regulating their power and height of tower.

By these strict standards, within our Grade B Area there are 113,652 TV homes as of Jan. 1, 1955. That's 71.7% penetration at a cost-per-thousand well within reach of any advertiser.

WIBW-TV
SEE YOUR CAPPER MAN
Channel 13 VHF
The Kansas View Point

CBS-DUMONT-ABC Interconnected

TOPEKA, KANS.
Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV in Topeka
KCKN in Kansas City

NEW JERSEY

Asbury Park†—
► WRTV (58) 6,000
Atlantic City—
WFPG-TV (46) See footnote (c)
WOCN (52) 1/8/53-Unknown
Camden†—
WKDN-TV (17) 1/28/54-Unknown
Newark (New York City)—
► WATV (13) Petry; 4,290,000
New Brunswick†—
WTLV (*19) 12/4/52-Unknown

NEW MEXICO

Albuquerque—
► KOAT-TV (7) ABC, DuM; Hollingbery; 50,000
► KOB-TV (4) NBC; Branham; 55,630
► KGGM-TV (13) CBS; Weed; 55,630
Roswell†—
► KSWS-TV (8) NBC, ABC, CBS, DuM; Meeker; 25,427

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 152,000
WTRI (35) See footnote (c)
WTVZ (*17) 7/24/52-Unknown
Binghamton—
► WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 321,490
WQTV (*46) 8/14/52-Unknown
WINR-TV (40) 9/29/54-Unknown
Buffalo—
► WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 445,151. See footnote (a).
WBUF-TV (17) See footnote (c)
► WGR-TV (2) NBC, ABC, DuM; Headley-Reed; 447,938. See footnote (a).
WTVF (*23) 7/24/52-Unknown
Carthage (Watertown)—
► WCNY-TV (7) CBS, ABC, DuM; Weed; 58,590
Elmira—
WTVE (24) See footnote (c)
Ithaca†—
WHCU-TV (20) CBS; 1/8/53-Unknown
WIET (*14) 1/8/53-Unknown
Kingston—
► WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker; 28,500
Lake Placid †(Plattsburg)—
► WIRI (5) DuM; McGillvra; 80,740

WTVD
Durham-Raleigh
now has
216,580
TV SETS (source: Television Magazine)
More Sets than
PORTLAND, Ore.
or
RICHMOND, Va.
WTVD
Durham-Raleigh
CHANNEL 11
NBC - ABC
Call HEADLEY-REED

New York—
► WABC-TV (7) ABC; Weed; 4,290,000
► WABD (5) DuM; Avery-Knodel; 4,290,000
► WCBS-TV (2) CBS; CBS Spot Sls.; 4,290,000
WGTV (*25) 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown
► WOR-TV (9) WOR; WOR-TV Sls.; 4,290,000
► WPIX (11) Free & Peters; 4,290,000
► WRCA-TV (4) NBC; NBC Spot Sls.; 4,290,000
► WATV (13) See Newark, N. J.
Rochester—
WCBF-TV (15) 6/10/53-Unknown
► WHAM-TV (5) NBC; Hollingbery; 300,000
► WHEC-TV (10) ABC, CBS; Everett-McKinney; 281,790
WRNY-TV (27) 4/2/53-Unknown
WROH (*21) 7/24/52-Unknown
► WVET-TV (10) ABC, CBS; Bolling; 281,790
Schenectady (Albany, Troy)—
► WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 419,000
Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 358,300
WHTV (*43) 9/18/52-Unknown
► WSYR-TV (3) NBC; Harrington, Righter & Parsons; 361,220
Utica—
► WKTV (13) ABC, CBS, NBC, DuM; Cooke; 159,100

NORTH CAROLINA

Asheville†—
► WISE-TV (62) CBS, NBC; Bolling; 37,000
► WLOS-TV (13) ABC, DuM; Venard; 298,130
Chapel Hill†—
► WUNC-TV (*4)
Charlotte—
► WQMC (36) ABC, NBC; Bolling; 56,338
► WBTV (3) CBS, ABC, NBC, DuM; CBS Spot Sls.; 466,402
Durham—
► WTVD (11) ABC, NBC; Headley-Reed; 185,690
Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown
Gastonia†—
WTVX (48) 4/7/54-Unknown
Greensboro—
► WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 301,108
Greenville—
► WNCT (9) ABC, CBS, NBC, DuM; Pearson; 102,770
New Bern†—
Nathan Frank (13) 2/9/55-Unknown
Raleigh—
► WNAO-TV (28) ABC, CBS, DuM; Avery-Knodel; 124,440
Washington†—
WITN (7) 10/27/54-Unknown
Wilmington†—
► WMFD-TV (6) ABC, NBC; Weed; 50,003
WTHT (3) 2/17/54-Unknown
Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 257,600
► WTOB-TV (26) ABC, DuM; H-R; 86,200

NORTH DAKOTA

Bismarck†—
► KFYR-TV (5) CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,261
Fargo†—
► WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 65,000
Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown
Minot†—
► KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 26,000
Valley City†—
► KXJB-TV (4) CBS, DuM; Weed; 69,981

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 174,066
Ashtabula†—
► WICA-TV (15) 116,285
Canton†—
Tri-Cities Telecasting Inc. (29) Initial Decision 11/17/54
Cincinnati—
► WCET (*48) 2,000
► WCPO-TV (9) ABC, DuM; Branham; 724,140
► WKRC-TV (12) CBS; Katz; 662,236
► WLWT (5) NBC; WLW Sls.; 525,000
WQXN-TV (54) Forjoe; 5/14/53-Unknown
Cleveland—
WERE-TV (65) 6/18/53-Unknown
► WEWS (5) ABC, DuM; Branham; 1,077,580
WHK-TV (19) 11/25/53-Unknown
► WNBK (3) NBC; NBC Spot Sls.; 1,045,000
► WXEL (8) CBS, ABC; Katz; 1,085,000
Columbus—
► WBNS-TV (10) CBS; Blair; 427,239
► WLWC (4) NBC; WLW Sls.; 350,800
WOSU-TV (*34) 4/22/53-Unknown
► WTVN-TV (6) ABC, DuM; Katz; 381,451
Dayton—
► WHIO-TV (7) CBS, DuM; Hollingbery; 637,330
WIFE (22) See footnote (c)
► WLWD (2) ABC, NBC; WLW Sls.; 320,000
Elyria—
WEOL-TV (31) 2/11/54-Unknown
Lima—
WIMA-TV (35) Weed; 1/24/52-Unknown
► WLOK-TV (73) NBC; H-R; 71,285
Mansfield†—
WTVG (36) 6/3/54-Unknown
Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown
Steubenville (Wheeling, W. Va.)—
► WSTV-TV (9) CBS; Avery-Knodel; 1,083,900
Toledo—
► WSPD-TV (13) ABC, CBS, NBC, DuM; Katz; 310,170
WTOH-TV (79) 10/20/54-Unknown
Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 149,000
► WKBN-TV (27) ABC, CBS, DuM; Raymer; 148,588
Zanesville—
► WHIZ-TV (18) ABC, CBS, NBC, DuM; Pearson; 45,000

OKLAHOMA

Ada—
► KTEN (10) ABC; Venard; 180,000
Ardmore†—
KVSO-TV (12) 5/12/54-Unknown
Enid†—
► KGEO-TV (5) ABC; Pearson; 118,000
Lawton†—
► KSWO-TV (7) DuM; Pearson; 54,540
Muskogee†—
► KTVX (8) ABC, DuM; Avery-Knodel; 248,750
Oklahoma City—
KETA (*13) 12/2/53-Unknown
KMPT (19) See footnote (c)
► KTVQ (25) ABC; 167,381
► KWTV (9) CBS, DuM; Avery-Knodel; 356,108
► WKY-TV (4) ABC, NBC; Katz; 313,060
Tulsa—
KCEB (23) See footnote (c)
► KOTV (6) CBS; Petry; 248,650
KSPG (17) 2/4/54-Unknown
► KVOO-TV (2) NBC; Blair; 242,000
KOED-TV (*11) 7/21/54-Unknown

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 40,109
Klamath Falls†—
KFJI-TV (2) Grant; 12/2/54-Summer '55
Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Hoag-Blair, Blair-Tv; 26,425
Portland—
KLOR (12) ABC; Hollingbery; 7/22/54-3/15/55
► KOIN-TV (6) ABC, CBS; CBS Spot Sls.; 287,400
► KPTV (27) NBC, DuM; NBC Spot Sls.; 219,744
North Pacific Tv Inc. (8) Initial Decision 6/16/54
Salem†—
KSLM-TV (3) 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
► WFMZ-TV (67) Avery-Knodel; 32,000
WQCY (39) Weed; 8/12/53-Unknown
Altoona—
► WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 490,528
Bethlehem—
► WLEV-TV (51) NBC; Meeker; 89,307
Easton—
► WGLV (57) ABC, DuM; Headley-Reed; 84,913
Erie—
► WICU (12) ABC, NBC, DuM; Petry; 208,800
WLEU-TV (66) 12/31/53-Unknown
► WSEE (35) CBS, DuM; Avery-Knodel; 61,670
Harrisburg—
► WCMB-TV (27) Forjoe
► WHP-TV (55) CBS; Bolling; 193,002
► WTPA (71) ABC, NBC; Headley-Reed; 193,002
Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown
Johnstown—
► WARD-TV (56) ABC, CBS, DuM; Weed
► WJAC-TV (6) CBS, ABC, NBC, DuM; Katz; 850,566
Lancaster—
► WGAL-TV (8) CBS, NBC, DuM; Meeker; 823,448
WWLA (21) 5/7/53-Unknown
Lebanon†—
WLBR-TV (15) See footnote (c) (expects to be back on air April 1)
New Castle—
WKST-TV (45) See footnote (c)
Philadelphia—
► WCAU-TV (10) CBS; CBS Spot Sls.; 1,904,946
► WFIL-TV (6) ABC, DuM; Blair; 2,043,972
WIBG-TV (23) 10/21/53-Unknown
► WPTZ (3) NBC; Free & Peters; 2,035,222
Pittsburgh—
► KDKA-TV (2) CBS, NBC, DuM; Free & Peters; 1,134,110
► WENS (16) ABC, CBS, NBC; Petry; 425,000
WKJF-TV (53) See footnote (c)
► WQED (*13)
WTVQ (47) Headley-Reed; 12/23/52-Unknown
Reading—
► WEEU-TV (33) ABC, NBC; Headley-Reed; 95,000
► WHUM-TV (61) CBS; H-R; 219,370
Scranton—
► WARM-TV (16) ABC; Hollingbery; 200,000
► WGBI-TV (22) CBS; Blair; 210,000
► WTVU (73) Everett-McKinney; 250,000
Sunbury†—
Sunbury Bcstg. Corp. (38) 2/9/55-Unknown
Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 235,000
► WILK-TV (34) ABC, DuM; Avery-Knodel; 250,000
Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/53-Fall '55
York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► WSBA-TV (43) ABC; Young; 88,000

RHODE ISLAND

Providence—
►WJAR-TV (10) ABC, CBS, NBC, DuM; Weed; 1,404,002
►WNET (16) ABC; Raymer; 82,000
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA March 2)

SOUTH CAROLINA

Anderson—
►WAIM-TV (40) CBS; Headley-Reed; 127,200
Camden†—
WACA-TV (15) 6/3/53-Unknown
Charleston—
►WCSC-TV (5) ABC, CBS; Free & Peters; 153,517
►WUSN-TV (2) NBC; H-R; 138,500
Columbia—
►WCOS-TV (25) ABC, DuM; Headley-Reed; 72,000
►WIS-TV (10) NBC, DuM; Free & Peters; 138,992
►WNOK-TV (67) CBS; Raymer; 78,000
Florence—
►WBTW (8) CBS, NBC, ABC, DuM; CBS Spot Sls.; 111,340
Greenville—
►WFBC-TV (4) NBC; Weed; 315,717
►WGVL (23) ABC, DuM; H-R; 113,000
Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Unknown

SOUTH DAKOTA

Rapid City†—
KOTA-TV (3) 12/8/54-6/1/55
Sioux Falls—
►KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 112,387

TENNESSEE

Chattanooga—
►WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 127,348
Mountain City Tv Inc. (3) Initial Decision 7/5/54
Jackson†—
►WDXI-TV (7) CBS; Burn-Smith
Johnson City—
►WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 129,360
Knoxville—
►WATE (6) ABC, NBC; Avery-Knodel; 103,970
WBIR-TV (10) Initial Decision 1/5/55
►WTSK-TV (26) ABC, CBS, DuM; Pearson; 101,890
Memphis—
►WHBQ-TV (13) CBS; Blair; 336,442
►WMCT (5) ABC, NBC, DuM; Branham; 336,442
WREC Broadcasting Service (3) Initial Decision 8/27/54
Nashville—
►WSIX-TV (8) ABC, DuM.; Hollingbery; 230,130
►WSM-TV (4) NBC, DuM; Petry; 234,750
Old Hickory (Nashville)—
►WLAC-TV (5) CBS; Katz; 224,519

TEXAS

Abilene†—
►KRBC-TV (9) ABC, NBC, DuM; Pearson; 42,240
Amarillo—
►KFDA-TV (10) ABC, CBS; H-R; 68,686
►KGNC-TV (4) NBC, DuM; Katz; 68,686
Austin—
►KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 106,876
Beaumont†—
►KBMT (31) ABC, NBC, DuM; Forjoe; 40,000
KFDM-TV (6) CBS; Free & Peters; 8/4/54-4/1/55
Big Spring†—
KBST-TV (4) CBS; Pearson; 7/22/54-July '55
Corpus Christi†—
►KVDO-TV (22) NBC, ABC, CBS, DuM; Young, Brown; 38,850
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54
K-SIX Tv Inc. (10) Initial Decision 1/20/55
Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-Unknown
►KRLD-TV (4) CBS; Branham; 456,000
►WFAA-TV (8) ABC, NBC, DuM; Petry; 456,000
El Paso—
KOKE (13) Forjoe; 3/18/54-Unknown
►KROD-TV (4) ABC, CBS, DuM; Branham; 65,878
►KTSM-TV (9) NBC; Hollingbery; 63,868
Ft. Worth—
►WBAP-TV (5) ABC, NBC; Free & Peters; 455,000
KFJZ-TV (11) H-R; 9/17/54-Spring '55
Galveston—
►KGUL-TV (11) CBS; CBS Spot Sls.; 378,000
Harlingen† (Brownsville, McAllen, Weslaco)—
►KGBT-TV (4) ABC, CBS, DuM; H-R; 48,215
Houston—
KNUZ-TV (39) See footnote (c)
►KPRC-TV (2) NBC; Petry; 396,000
►KTRK-TV (13) ABC, DuM; Blair; 396,000
KTVP (23) 1/8/53-Unknown
►KUHT (*8) 300,000
KXYZ-TV (29) 6/18/53-Unknown
Longview†—
►KTVE (32) Forjoe; 40,000
Lubbock—
►KCBD-TV (11) ABC, NBC; Raymer; 75,164
►KDUB-TV (13) CBS, DuM; Avery-Knodel; 75,164
Lufkin†—
KTRE-TV (9) NBC; Venard; 11/17/54-7/1/55 (Station will receive NBC programs from KPRC-TV Houston but is not an NBC affiliate.)
Midland—
►KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 39,250
Odessa†—
Odessa Tv Co. (7) Initial Decision 11/18/54
San Angelo—
►KTXL-TV (8) CBS; Melville; 38,598
San Antonio—
KALA (35) 3/26/53-Unknown
KCOR-TV (41) O'Connell; 5/12/54-April '55
►KENS-TV (5) ABC, CBS, DuM; Free & Peters; 237,255
►WOAI-TV (4) ABC, NBC, DuM; Petry; 244,350
Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown
Temple—
►KCEN-TV (6) NBC; Hollingbery; 109,342
Texarkana (also Texarkana, Ark.)—
►KCMC-TV (6) ABC, CBS, DuM; Venard; 108,270
Tyler†—
KETX (19) See footnote (c)
►KLTV (7) ABC, CBS, NBC, DuM; Pearson: 80,294
Waco†—
►KANG-TV (34) CBS, ABC, DuM; Raymer; 48,922
KWTX-TV (10) Pearson; 12/1/54-April '55
Weslaco† (Brownsville, Harlingen, McAllen)—
►KRGV-TV (5) NBC; Raymer; 47,673
Wichita Falls—
►KFDX-TV (3) ABC, NBC; Raymer; 88,430
►KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Salt Lake City—
►KSL-TV (5) CBS, DuM; CBS Spot Sls.; 167,200
►KTVT (4) NBC; Katz; 167,200
►KUTV (2) ABC; Hollingbery; 181,500

VERMONT

Montpelier†—
►WMVT (3) ABC, CBS, NBC; Weed; 113,000

VIRGINIA

Bristol†—
Appalachian Broadcasting Corp. (5) Initial Decision 2/1/55
Danville†—
WBTM-TV (24) See footnote (c)
Hampton (Norfolk)—
►WVEC-TV (15) NBC, DuM; Avery-Knodel; 131,000
Harrisonburg—
►WSVA-TV (3) ABC, CBS, NBC, DuM; Pearson; 104,570
Lynchburg—
►WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 201,000
Newport News —
►WACH-TV (33) Walker
Norfolk—
►WTAR-TV (3) ABC, CBS, DuM; Petry; 352,962
WTOV-TV (27) See footnote (c)
Beachview Bcstg. Corp. (10) Initial Decision 12/23/54
►WVEC-TV (15) See Hampton
Petersburg†—
WPRG (8) 9/29/54-Unknown
Richmond—
WOTV (29) 12/2/53-Unknown
►WTVR (6) NBC; Blair; 484,695
Richmond Tv Corp. (12) Initial Decision 2/21/55
Roanoke—
►WSLS-TV (10) ABC, NBC; Avery-Knodel; 325,769

WASHINGTON

Bellingham—
►KVOS-TV (12) CBS, DuM; Forjoe; 158,653
Pasco†—
►KEPR-TV (19) 39,500
Seattle (Tacoma)—
►KING-TV (5) ABC; Blair; 415,500
►KOMO-TV (4) NBC; Hollingbery; 415,500
►KCTS (*9)
KCTL (20) 4/7/54-Unknown
Spokane—
►KHQ-TV (6) NBC; Katz; 108,580
►KREM-TV (2) ABC; Petry; 99,247
►KXLY-TV (4) CBS, DuM; Avery-Knodel; 99,553
Tacoma (Seattle)—
►KTVW (13) Barry, N. Y.; Clark, Chicago; 415,500
►KTNT-TV (11) CBS, DuM; Weed; 415,500

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

EVEN AT HARVARD THEY WATCH
W·H·E·N

There's moss on the pencils and mold on the books at Harvard — the only homework anyone looks at is Channel 8.

Some of the habits of the American male have not been charted (page Dr. K.) but we hear tell that at Harvard the favorite habit, for male *and* female, is WHEN. We mean, Harvard, N. Y., of course — just one of 250 similar communities in Central N. Y. who imbibe laughter and learning in palatable doses, via the ivy-covered walls of you-know-what. Want a *cum laude* in selling? Take a course on Channel 8. For information about matriculation fees . . .

SEE YOUR NEAREST KATZ AGENCY

CBS
ABC
DUMONT

A
MEREDITH
STATION

Everybody WATCHES
W·H·E·N
CHANNEL 8
SYRACUSE, N.Y.
TV

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown
Yakima—
►KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 39,500

WEST VIRGINIA

Bluefield†—
WHIS-TV (6) Katz; 10/29/54-Unknown
Charleston—
►WCHS-TV (8) ABC, CBS, DuM; Branham; 402,584
WKNA-TV (49) See footnote (c)
Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-Spring '55
Fairmont†—
WJPB-TV (35) See footnote (c)
Huntington—
►WSAZ-TV (3) NBC, ABC; Katz; 491,728
WHTN-TV (13) 9/2/54-Spring '55
Oak Hill (Beckley)†—
►WOAY-TV (4) ABC; Weed
Parkersburg—
►WTAP (15) ABC, NBC, DuM; Forjoe; 35,802
Wheeling—
WLTV (51) 2/11/53-Unknown
►WTRF-TV (7) NBC, ABC; Hollingbery; 306,000
►WSTV-TV (9) See Steubenville, Ohio

WISCONSIN

Eau Claire—
►WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 75,000
Green Bay—
►WBAY-TV (2) ABC, CBS, DuM; Weed; 210,000
WFRV-TV (5) ABC; Headley-Reed; 3/10/54-4/14/55
►WMBV-TV (11) See Marinette
La Crosse†—
►WKBT (8) ABC, CBS, NBC, DuM; Raymer; 55,000
WTLB (38) 12/16/53-Unknown
Madison—
►WHA-TV (*21)
►WKOW-TV (27) CBS; Headley-Reed; 103,000
►WMTV (33) ABC, NBC, DuM; Bolling; 75,000
Badger Television Co. (3) Initial Decision 7/31/54
Marinette†— (Green Bay)—
►WMBV-TV (11) ABC, NBC; Venard; 175,000
Milwaukee—
WCAN-TV (25) See footnote (c)
►WXIX (19) CBS; CBS Spot Sls.; 393,255
►WTMJ-TV (4) NBC; Harrington, Righter & Parsons; 755,691
►WTVW (12) ABC, DuM; Petry
Neenah—
WNAM-TV (42) See footnote (e)
Superior† (Duluth, Minn.)—
►WDSM-TV (6) CBS, DuM; Free & Peters; 101,200
►KDAL-TV (3). See Duluth, Minn.
Wausau—
►WSAU-TV (7) ABC, CBS, NBC, DuM; Meeker; 52,400

WYOMING

Cheyenne†—
►KFBC-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 46,100

ALASKA

Anchorage†—
►KENI-TV (2) ABC, CBS; Weed; 15,000
►KTVA (11) NBC, DuM; Alaska Radio-Tv Sls.; 15,000
Fairbanks†—
KFAR-TV (2) ABC, CBS; Weed; 7/1/53-Unknown (granted STA Feb. 15)
►KTVF (11) DuM; Alaska Radio-Tv Sales

HAWAII

Hilo†—
KHBC-TV (9) 1/19/55-Unknown
Honolulu†—
►KGMB-TV (9) CBS; Free & Peters; 65,000
►KONA (11) NBC; NBC Spot Sls.; 62,000
►KULA-TV (4) ABC, DuM; Young; 69,000
Wailuku†—
KMAU (3) 1/19/55-Unknown

PUERTO RICO

Mayaguez†—
Radio Americas Corp. (5) 1/27/55-Unknown
San Juan†—
►WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks; 43,345
►WKAQ-TV (2) CBS; Inter-American; 65,000
Dept. of Education of Puerto Rico (*6) 2/2/55-Unknown

CANADA

Calgary, Alta.—
►CHCT-TV (2) CBC; All Canada, Weed; 11,000
Edmonton, Alta.—
►CFRN-TV (3) CBC; Radio Rep., Young; 12,000
Halifax, N. S.†—
►CBHT (3) CBC, CBS
Hamilton, Ont.—
►CHCH-TV (11) CBC, CBS, NBC; All-Canada, Young; 316,101
Kingston, Ont.†—
►CKWS-TV (11) Weed; 30,000
Kitchener, Ont.—
►CKCO-TV (13) CBC, CBS; Hardy, Weed; 85,000
London, Ont.—
►CFPL-TV (10) CBC, ABC, CBS, NBC, DuM; All-Canada, Weed; 95,000
Montreal, Que.—
►CBFT (2) CBC French; CBC; 221,216
►CBMT (6) CBC; CBC; 221,216
Ottawa, Ont.—
►CBOT (4) CBC; CBC; 38,500
Port Arthur, Ont.—
►CFPA-TV (2) CBC; All-Canada, Weed; 6,000
Quebec City, Que.—
►CFCM-TV (4) CBC; Hardy, Weed; 6,000
Regina, Sask.†—
►CKCK-TV (2) CBC, CBS; All-Canada, Weed; 15,000
Rimouski, Que.†—
►CJBR-TV (3) CBC; Stovin, Young; 5,000
St. John, N. B.†—
►CHSJ-TV (4) CBC; All-Canada, Weed; 16,842
Saskatoon, Sask.†—
►CFQC-TV (8) CBC; Radio Rep., Young; 8,900
Sault Ste. Marie, Ont.†—
►CJIC-TV (2) CBS; CBC; Weed; 5,000
Sudbury, Ont.†—
►CKSO-TV (5) CBC, ABC, CBS, NBC; All-Canada, Weed; 14,545
Sydney, N. S.†—
►CJCB-TV (4) Weed; 8,940
Toronto, Ont.—
►CBLT (9) CBC, ABC, CBS, NBC, DuM; CBC; 280,000
Vancouver, B. C.†—
►CBUT (2) CBC; CBC; 30,000
Windsor, Ont. (Detroit, Mich.)—
►CKLW-TV (9) CBC, DuM; Young; 1,496,000
Winnipeg, Man.†—
►CBWT (4) CBC; CBC; 5,000

MEXICO

Juarez† (El Paso, Tex.)—
►XEJ-TV (5) National Time Sales; 51,481
Tijuana† (San Diego)—
►XETV (6) Weed; 296,402

UPCOMING

MARCH

March 15: NARTB Regional Meetings Committee, NARTB Hdqrs., Washington.

March 15: Deadline, Entries for George Polk Journalism Scholarship, Long Island U., Brooklyn, N. Y.

March 15-16: Missouri Broadcasters Assn. meeting, Colonial Hotel, Springfield.

March 16: BMI Clinic, Hotel Hayes, Jackson, Mich.

March 16: BMI Clinic, Colonial Hotel, Springfield, Mo.

March 16-19; Assn. of National Advertisers, The Homestead, Hot Springs, Va.

March 17-18: Ohio Assn. of Radio and Television Broadcasters, Netherland Plaza Hotel, Cincinnati.

March 18: BMI Clinic, Blackhawk Hotel, Davenport, Iowa.

March 18: BMI Clinic, Netherland Plaza Hotel, Cincinnati.

March 18-19: Atlanta Advertising Institute, Emory U., Atlanta.

March 19-20: Mississippi Broadcasters Assn., Vicksburg Hotel, Vicksburg.

March 20: RETMA Electronics Industry Committee, Roosevelt Hotel, New York.

March 21: Deadline, Entries for Art Directors Club of New York advertising and editorial art competition, New York.

March 21: CARTB Annual Dinner, Chateau Frontenac, Quebec City, Canada.

March 21: RAB Clinic, Albuquerque, N. M.

March 21: BMI Clinic, Emerson Hotel, Baltimore.

March 21: BMI Clinic, Cornhusker Hotel, Lincoln, Neb.

March 21-23: Canadian Assn. of Radio & Television Broadcasters meeting, Chateau Frontenac Hotel, Quebec City.

March 21-24: Institute of Radio Engineers Convention, Kingsbridge Armory, Bronx, N. Y.

March 22: RAB Clinic, Amarillo, Tex.

March 23: RAB Clinic, Oklahoma City

March 23: BMI Clinic, Leland Hotel, Springfield, Ill.

March 23: BMI Clinic, Hershey Hotel, Hershey, Pa.

March 24: RAB Clinic, Tulsa, Okla.

March 24-25: Illinois Institute of Technology Educational Tv Conference, Chicago.

March 25: RAB Clinic, Little Rock, Ark.

March 25: BMI Clinic, Plankinton Hotel, Milwaukee.

March 27: Arkansas Broadcasters Assn., Hotel Marion, Little Rock.

March 28: BMI Clinic, Andrew Jackson Hotel, Nashville, Tenn.

March 29: Kentucky Broadcasters Assn. spring meeting, Brown Hotel, Louisville.

March 30: BMI Clinic, Brown Hotel, Louisville, Ky.

APRIL

April 1: Deadline, Entries for Education Writers Assn. awards, New York.

is on WKBT *

Why Aren't You?

MARKET ON THE MOVE

La Crosse is an impressive city, but the most impressive thing about it is—it's moving up and up and up! Its TV homes are multiplying like rabbits—in just one month they increased at the rate of 155 per day. Its industry does a $100,000,000 annual business. Its farms enjoy a $10,000,000 annual income. Its people have effective buying incomes of $4020 per year—far above the national average. And so it goes in La Crosse—a market on the move—a market that moves merchandise!

The Toni Company has one of the most valuable "properties" in America in Arthur Godfrey. And now Toni has one of the most valuable TV markets — La Crosse, covered exclusively by WKBT. This young station is attracting the oldest, wisest and most successful advertisers. Because it has something special to offer — a fresh new TV market — growing bigger and richer all the time — and covered without overlap by one station — WKBT. There are 52,000 TV homes in the La Crosse area and the only way to get into them via TV is WKBT. Try it!

***Godfrey stars on "Godfrey and His Friends"**
WKBT, Wednesdays, 7:00 PM

WKBT

CHANNEL 8

Affiliated with 5000 watt WKBH, La Crosse's 32 year old NBC outlet

LA CROSSE WISCONSIN

REPRESENTED NATIONALLY BY PAUL H. RAYMER COMPANY, Inc.

NBC • CBS • ABC • DuMont

ON THE DOTTED LINE . . .

NASH DEALERS of Greater Boston, for the third consecutive year, sign to sponsor *All About Sports* with Leo Egan on WBZ-WBZA Boston-Springfield. L to r: Lester Cook, president, Nash Dealers of Greater Boston; Mr. Egan, commentator and sports director, and Bill Williamson, WBZ-WBZA sales manager. The program is credited with enabling the New England Nash dealers to lead their company in sales for the last two years.

STANDARD OIL of Indiana, through T. J. Wolfe (seated, r), the company's Colorado manager, signs a 52-week contract for sponsorship of the 10 p.m. news on KLZ-TV Denver. Taking part in the agreement are (seated, l) Jack Tipton, KLZ-TV general sales manager, and (standing, l to r) Russ Schumacher, district advertising manager for Standard; Ernest Hicks, D'Arcy Adv. Co. and Carl Akers, newscaster for KLZ-TV.

A ONE-YEAR saturation spot campaign plus sponsorship of the 15-minute *12 O'Clock Noon News* on WMVA-AM-FM Martinsville, W. Va., is agreed to by executives of the Burroughs-White Chevrolet Corp. L to r: seated, Gorman T. White, B-W president; Les Williams, WMVA-AM-FM commercial manager; standing, Claude B. Whitlow, sales manager of the auto sales firm, and Maynard E. Dillaber, general manager of the stations.

ONE-YEAR alternate-week contract for sponsorship of *I Love Lucy* on all Canadian tv stations is agreed to by Sylvania Electric (Canada) Ltd. and the Canadian Broadcasting Corp. L to r: seated, Hugh Clark, representing CBC, and Ralph Niedringhaus, president of Sylvania Electric (Canada) Ltd.; standing, Terry Cunningham of Sylvania, and Harold Standfield, president, Harold Stanfield agency.

JARRARD MOTORS of Pensacola, Fla., in its return to radio, selects *The Red Skelton Show* over WCOA there. Looking over one of the promotion pieces backing up the show are (l to r) J. Holliday Veal, WCOA general manager, and Wendell Jarrard, president of the motor company. Other station promotion includes posters, a signboard on the most heavily trafficked boulevard, bumper strips and on-the-air announcements.

MILT MERRIS, manager of Albuquerque Music Co., signs for sponsorship of *Mothers' Matinee Movie* over KOAT-TV there. Witnessing are (l to r) Ted Snider, KOAT-TV station manager; Jack Howell, station account executive, and Eleanor Moore, KOAT-TV announcer and personality. *Mothers' Matinee Movie* is telecast Mon.-Fri., 2:45-4:15 p.m.

April 1: Pennsylvania AP Radio Assn., WQAN-WEJL theatre studio, Scranton.
April 1: BMI Clinic, Floridian Hotel, Tampa.
April 4: RAB Clinic, Billings, Mont.
April 5: RAB Clinic, Boise, Idaho.
April 6: RAB Clinic, Portland, Ore.
April 7: RAB Clinic, Spokane, Wash.
April 8: RAB Clinic, Seattle, Wash.
April 8-9: Alabama Broadcasters Assn., Whitney Hotel, Montgomery.
April 13-15: National Federation of Adv. Agencies Inc., Escape Hotel, Ft. Lauderdale, Fla.
April 15: Deadline, Nominations for Advertising Hall of Fame, New York.
April 15: Nebraska Broadcasters Assn., Hotel Madison, Norfolk.
April 15: BMI Clinic, Skirvin Hotel, Oklahoma City.
April 15-16: Spring Technical Conference, Cincinnati section of Institute of Radio Engineers, Engineering Society of Cincinnati Bldg.
April 17-22: Inside Advertising Week, Hotel Biltmore, New York.
April 17: BMI Clinic, Hotel Lamer, Salina, Kan.
April 18: New York State Assn. of Radio and Television Broadcasters, Utica.

BROADCASTING TELECASTING *subscription order blank*

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.
I've checked service desired.

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Another Freeze?

IF THE FCC falls for the scheme of its staff department heads for the imposition of a new freeze (called "chill") on vhf authorizations, the individual members might as well head for the hills. They would never be able to withstand the wrath of an outraged public in the areas that would be "chilled," as expressed through their duly elected representatives in Congress.

The scheme, reported in this issue, is hare-brained. Its proclaimed purpose is to maintain the *status quo* of the uhf situation during the interim period when the Commission is considering "possible remedial action." And what is that action?

Comr. Frieda B. Hennock proposes, and the staff supports, an eventual move of all tv to the uhf band. At the FCC session last Tuesday, when the staff proposal was smuggled in, the discussion covered a possible 10-year transition from vhf to uhf, with stations operating on both bands during this transition period.

The discussion also covered possible "selective deintermixture," but obviously this would be from vhf to uhf, since the long range plan contemplates giving vhf—the established service that got there first—back to the Government to allocate to other services. The FCC probably has the *legal* authority to deintermix, but it would find itself embroiled in the courts at the very outset by applicants who in good faith had applied for available assignments, spent their funds for hearings, only to have the allocations rug jerked from under them.

Five years ago—before the end of the Great Freeze, and when there were only 100-odd stations on the air—the then FCC Chairman Wayne Coy sent up a trial balloon on a move of all tv to uhf. There were then about three million tv receivers in use. The project got nowhere. Even in those days it involved too great an upheaval to warrant serious consideration.

The FCC is under pressure from Congress to do something for uhf. But it can't pass miracles. It should be evident that neither uhf nor vhf, standing alone, can provide optimum, saturation service. Vhf has the greater coverage, and can provide service to rural and remote areas which could not be served economically by uhfs situated in the larger cities. A transition to uhf would mean the loss of even fringe service to those who seek it most—the remote dweller.

The FCC should forget about schemes that would artificially curtail or eliminate service. The "public interest" yardstick should be reason enough. The FCC can't ordain an equitable allocation so that one or more services will be provided everywhere. There are many vhf assignments that are going begging. More than two dozen previously authorized have been turned back. The reasons are economic.

And so it is with uhf. There are quite a few uhf stations that not only are not complaining, but wish the breast-beating would cease. They are doing well, even with vhf competition. First Storer, and now NBC acquires its second uhf station, while CBS is surveying the field for its second. This certainly supports the view that uhf is technically adequate.

Uhf could be helped substantially if manufacturers would produce all-band receivers. Chairman Magnuson of the Senate Commerce Committee proposes to call in the leading manufacturers in the hope of working this out. We hope he does it soon.

Meanwhile, the FCC would be well-advised to stick to its assigned task of allocating channels, both vhf and uhf, consistent with the demand and with its rules. It is not the function of government to wet-nurse citizens who venture into unfamiliar fields unprepared to weather the red-ink stretch, as did all of the pioneer vhfs. Broadcasting epitomizes free competitive enterprise and the risks it entails.

They Didn't Pan Peter

IF INDEED it needed justification, the theory of the "big program" on television was fully proved last Monday by NBC-TV's presentation of the incomparable "Peter Pan."

Press comment afterward was widespread and favorable. Of all that we read, an editorial in the *New York Herald Tribune* best summarized our own views. Here are excerpts:

"Those who saw it, whether in color or black-and-white, marveled at its brightness and polish and wondered, perhaps, why television doesn't do this kind of thing more often.

"Part of the answer, of course, lies in the budget. 'Peter Pan,' with the same performers, scenery and costumes that appeared on Broadway, is reputed to have cost some $450,000 for its one-night television stand. But oddly enough, it was the show's imaginativeness and ingenuity, rather than its lavishness and expense, that accounted for its triumph. It was a fantasy, not an extravaganza, and its success indicates that television audiences are capable of as intelligent a response as theatre audiences, provided they are treated with the same respect.

"Having put on 'Peter Pan' so brilliantly, the television industry is entitled to take its bows. But it should remember that shows of this type set a high standard for the future and serve to whet a few million appetites for more of the same."

Drawn for BROADCASTING • TELECASTING by Sid Hix

". . . our next speaker will offer complete, documented proof that you are not now watching television."

Next: Independent Agencies

NOW that Congress has taken care of itself and the judiciary on sorely needed salary increases, we hope it will do what should come naturally and take care of the independent agencies, of which the FCC is one.

We brought out here a few weeks ago that only 51 members of the nine quasi-judicial independent agencies which are outside the executive branch, are affected. To increase the FCC pay (and that of the other agencies) to $22,500 or even $20,000 would cost less than $300,000 per year. It would mean that government would be able to retain the services of qualified men, and attract higher level executives for replacements.

ABC of Network Programming

WITHOUT exaggerating the importance of the Emmy awards presented last week, it is possible to say that they reaffirmed a fact that lately has been ignored: that there are more than two networks in the television business.

One of the principal arguments that have been used by those who seek government reorganization of broadcasting is that the television system is held in a vise by only two networks, CBS and NBC, and that those two have arrested the development of others.

It is true, of course, that CBS and NBC—for the moment at least—enjoy the biggest billings. But unless the Emmy awards are to be dismissed as pure nonsense, they made it plain that CBS-NBC dominance in billings and affiliates does not also mean equal dominance in programming.

It was ABC that walked off with principal honors last Monday night.

Now, the Emmy awards cannot be deposited in ABC's bank account. But they can be taken as an indication that ABC is providing program competition for NBC and CBS. As the tv station building program continues, ABC's facilities position cannot help but improve. In short, if the government leaves broadcasting alone, the natural economics of the business will permit the growth of plenty of competition.

by Sid Hir

that you

eared on
one-night
ginative-
nse, that
vaganza,
ble of as
e treated

industry
t shows
to whet

ciary on
t should
f which

nbers of
side the
nd that
cost less
ould be
er level

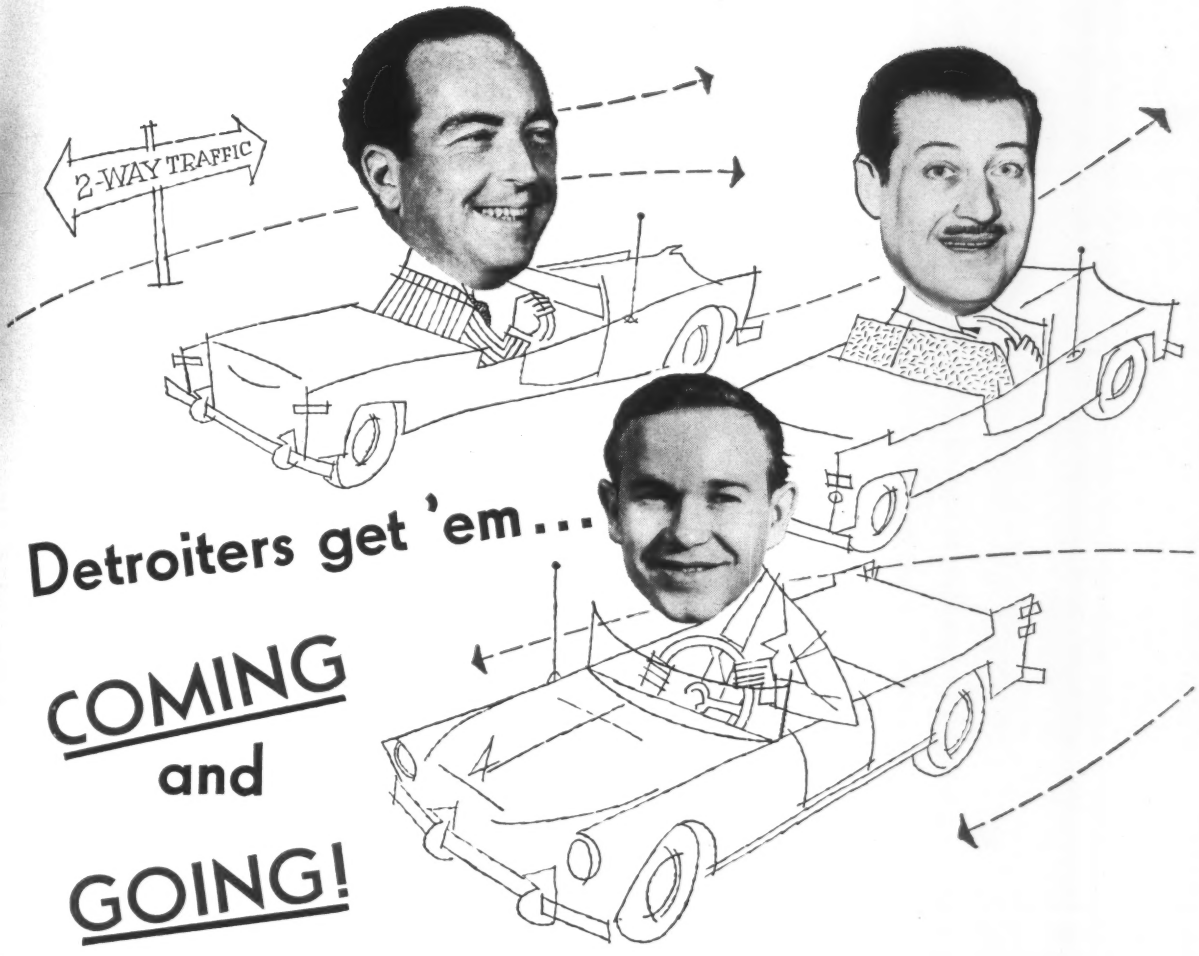
awards
rmed a
wo net-

se who
televi-
l NBC,
rs.
nent at
rds are
S-NBC
l dom-

Monday

bank
is pro-
station
t help
alone,
wth of

STING



Detroiters get 'em...

COMING and GOING!

- **WWJ's Bob Maxwell**
  6:30-9:00 A.M. Monday through Friday
  3:00-6:00 P.M. Saturday
- **WWJ's Ross Mulholland**
  1:00-2:15 P.M. Monday through Friday
  6:30-7:00 P.M. Monday through Friday
  3:00-5:30 P.M. Sunday
- **WWJ's Jim DeLand**
  5:15-6:00 P.M. Monday through Friday

To drive home your message—to sell those with money to spend as well as time to listen—hop into Detroit's teeming traffic with this high-octane trio.

These gentlemen mean business. They program smartly and intelligently, keep chatter within bounds, appeal to a wide audience rather than to just one age group. That's why Pulse consistently gives them such healthy ratings.

To get folks coming and going—to and from work, on business and shopping trips, on weekdays and weekends—make it Maxwell, Mulholland, and DeLand.

WWJ AM FM

Basic NBC *Affiliate*

AM—950 KILOCYCLES—5000 WATTS
FM—CHANNEL 246—97.1 MEGACYCLES
Associate Television Station WWJ-TV

WORLD'S FIRST RADIO STATION • *Owned and Operated by* **THE DETROIT NEWS**
National Representatives: ***THE GEORGE P. HOLLINGBERY CO.***